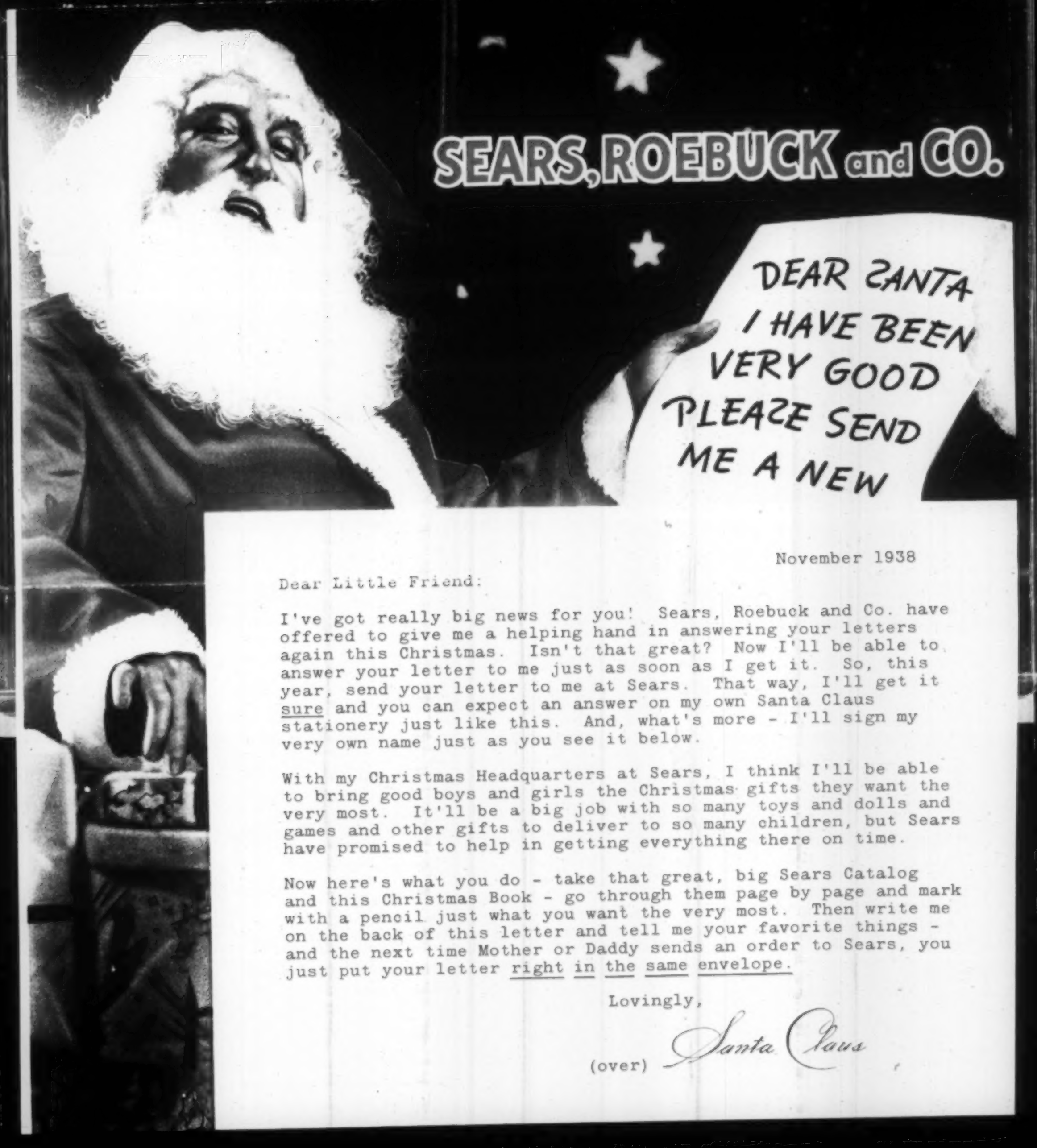

November 1938

Dear Little Friend:

I've got really big news for you! Sears, Roebuck and Co. have offered to give me a helping hand in answering your letters again this Christmas. Isn't that great? Now I'll be able to answer your letter to me just as soon as I get it. So, this year, send your letter to me at Sears. That way, I'll get it sure and you can expect an answer on my own Santa Claus stationery just like this. And, what's more - I'll sign my very own name just as you see it below.

With my Christmas Headquarters at Sears, I think I'll be able to bring good boys and girls the Christmas gifts they want the very most. It'll be a big job with so many toys and dolls and games and other gifts to deliver to so many children, but Sears have promised to help in getting everything there on time.

Now here's what you do - take that great, big Sears Catalog and this Christmas Book - go through them page by page and mark with a pencil just what you want the very most. Then write me on the back of this letter and tell me your favorite things - and the next time Mother or Daddy sends an order to Sears, you just put your letter right in the same envelope.

Lovingly,

Santa Claus

(over)

Dear Santa:

My name is ______________________________

I am _____ years old and my address is ____________

____ I have

looked through the big Sears-Roebuck catalog and this Special Christmas Book and have put a pencil mark on everything I like . . . but my favorite Christmas things are:

____

____

____

____

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____

I promise to be good because I know that you always remember good children on Christmas.

Signed ________________________

Dear Little Friend:

I've got really big news for you! Sears, Roebuck and Co. have offered to give me a helping hand in answering your letters again this Christmas. Isn't that great? Now I'll be able to answer your letter to me just as soon as I get it. So, this year, send your letter to me at Sears. That way, I'll get it sure and you can expect an answer on my own Santa Claus stationery just like this. And, what's more - I'll sign my very own name just as you see it below.

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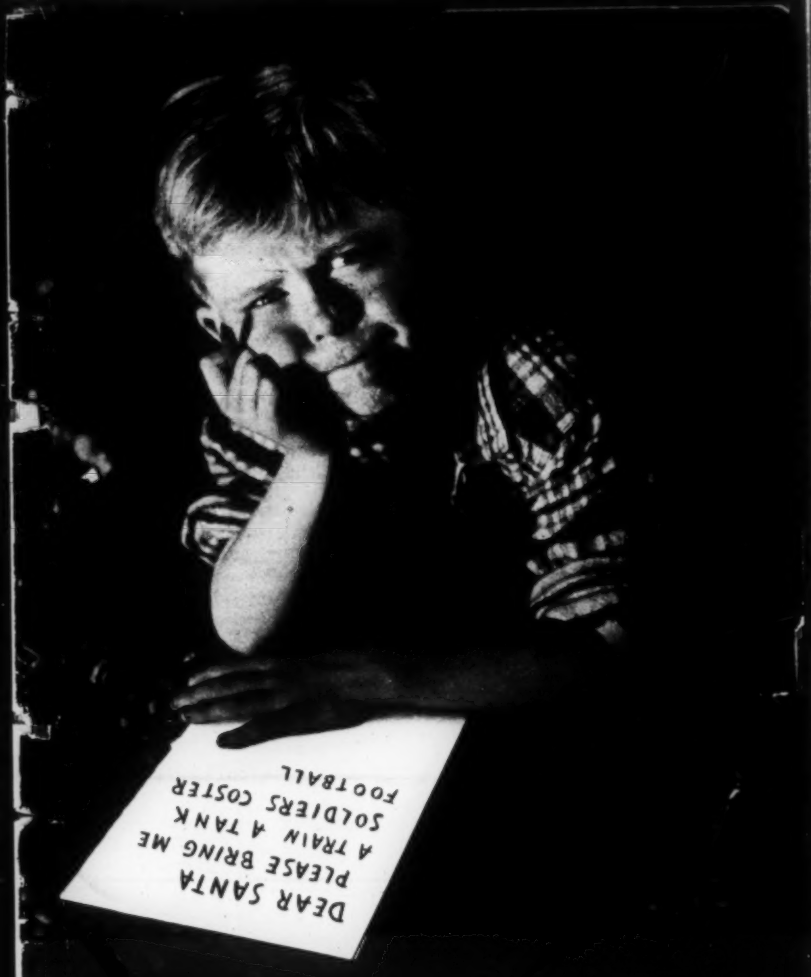
Lovingly,

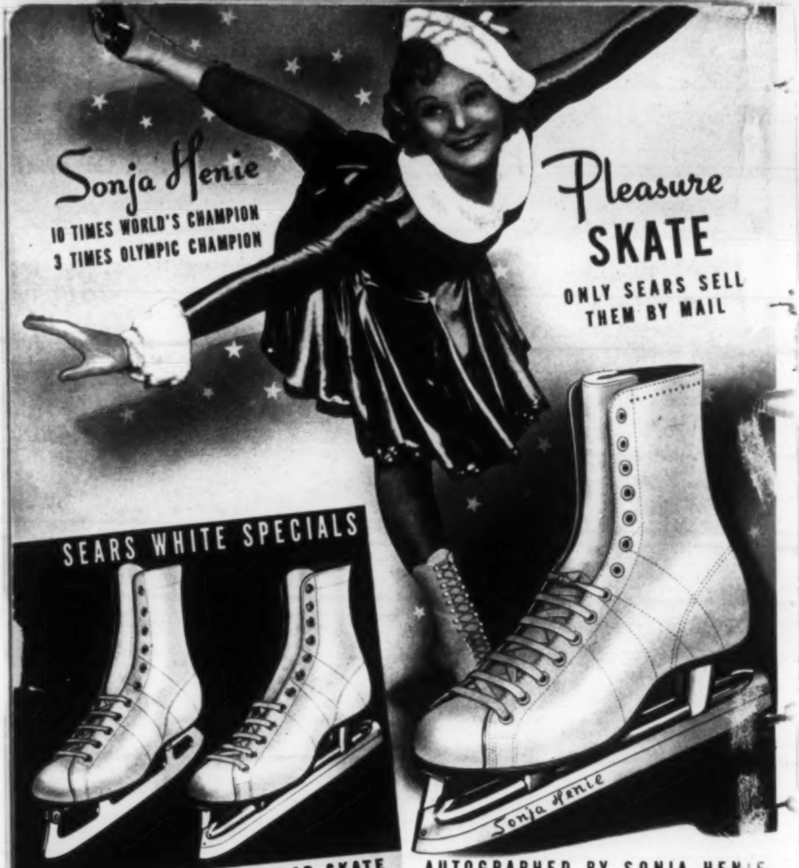
Santa Claus

(over)


DEAR SANTA
PLEASE BRING ME
A TRAIN A TANK
SOLDIERS COSTER
FOOTBALL

SEARS CHRISTMAS [illegible]

SEARS, ROEBUCK AND CO.



Sonja Henie

10 TIMES WORLD'S CHAMPION
3 TIMES OLYMPIC CHAMPION

Pleasure SKATE

ONLY SEARS SELL THEM BY MAIL

SEARS WHITE SPECIALS

FLAT STEEL BLADE

$2.99

- **Full grain, white elk tanned soft toe shoes.** Leather insole, leather outsole, warm felt sock lining. Inside webbing supports ankle.

First flat blade skates ever offered to Sears customers with popular white shoes! Tempered steel blades. Girls' and women's sizes: 1, 2, 3, 4, 5, 6, 7, 8, 9. State size wanted. Shipping weight, 3 pounds 2 ounces.

6 V 1032—Pair..... $2.99

TUBULAR SKATE

$3.49

- **Finest tool steel runners. Full tubular skate; aluminum finish.**
- **White elk grained leather soft toe shoe, with leather outsole and insole, reinforced instep, arch support.**

Smart looking—you bet . . . but practical, too! Easily worth 20% more! Girls' and women's sizes: 4, 5, 6, 7, 8, 9. State size. Shpg. wt., 3 lbs. 6 oz.

6 V 1039—Pair.... $3.49

How to Order Order Skates ½ to 1 Size Larger Than Street Shoes to Allow for Extra or Heavy Socks.

Copyright 1938 by Sears, Roebuck and Co.

AUTOGRAPHED BY SONJA HENIE

$7.69

- **White shoes are of finest elk tanned leather**—leather insole, outsole. Felt sock lining, double reinforced over instep.
- **Chromium plated skate.** Seamless cups are scientifically placed to allow tireless skating and provide perfect balance.
- **Autographed color picture of Sonja Henie,** plus a celluloid button with a close-up picture of this famous star, are included with each pair of skates.

World's Champion skater at 11 . . . today, a Twentieth Century-Fox movie star—that's the breath-taking story of fame and fortune literally carved on ice by Sonja Henie. And all this started because Sonja, while still a little girl, received a pair of skates for Christmas. So here's a tip! . . . this Christmas, give ice skates. **Girls' and women's sizes:** 4, 5, 6, 7, 8 and 9. **State size.** See "How to Order" at left.

6 V 1038—Shipping weight, 3 lbs. 8 oz. **Pair** $7.69

TORPEDO SKATES
REMOVABLE STAYS A NEW ANKLE-SUPPORTING FEATURE
CHRISTMAS SUPER-SPECIAL
A
B

ONLY SEARS SELL TORPEDO SKATES BY MAIL

$3.69 Ⓐ **$2.99 Ⓑ**

Full grain black leather soft toe shoes. Note two types. Model (A) has built-in ankle supporting stays (see above). Stays slip into pockets; kept in place by leather flap—can be removed or replaced. Model (B) made without stays. Same skate as hockey at right. **State size.**

(A) Skate with Built-in Stays
6V1037—For Boys and Men .. **$3.69**
6V1036—For Girls and Women **3.69**

(B) Skate Without Stays
6V1040—For Boys and Men **$2.99**
6V1041—For Girls and Women **2.99**

SIZES: **Boys' and Men's:** 3, 4, 5, 6, 7, 8, 9, 10, 11, 12. Shpg. wt., 4 lbs.
Girls' and Women's: 2, 3, 4, 5, 6, 7, 8, 9. Shpg. wt., 3 lbs. 6 oz.

HARD TOE HOCKEYS

$3.69

Steel runner and torpedo tube are welded into one rigid piece, making skate practically unbreakable. Reinforcing struts under toe and heel plate. Aluminum finish.

A faster, speedier professional style hockey skate! Tool steel, diamond tested blades. Full Grain Black Leather Shoes, padded tongue, web reinforcing, leather insole and outsole. **Boys' and Men's Sizes** 5, 6, 7, 8, 9, 10, 11, 12. **State size.**

6V1042—Shpg. wt., 4 lbs. 4 oz. **$3.69**

BARGAIN TUBULAR SKATES

$2.59

Lowest price we know of anywhere! **Full Tubular Skates,** all of steel—aluminum finish. Fine tool steel blades. 1-pc. seamless cups. **Fine Grain Leather Shoes,** soft toe type, black horsehide with lining. Leather insole, outsole, felt sock lining. **State size.** See "How To Order" on opposite page.

Boys' and Men's Sizes: 5, 6, 7, 8, 9, 10, 11, 12.
6V1078—Shpg. wt., 4 lbs **$2.59**
Girls' and Women's Sizes: 4, 5, 6, 7, 8, 9.
6V1079—Shpg. wt., 3 lbs. 6 oz **2.59**

TOE STRAP MODEL BINDING

SKI WITH BINDING

$6.99

Regular $8.50 value! Selected flat top Hickory ski, with toe strap model ski binding. Binding alone worth $2.50. Binding mounted by experts.

Catalog No.	Length	Shpg. Wt.	Pair
6V5530	6½ ft.	8 lbs.	$6.99
6V5531	7 ft.	9 lbs.	6.99

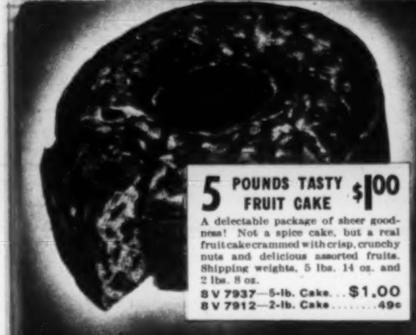
HICKORY SKIS FOR YOUNGSTERS

$1.59 and up

Made like larger size models—but come in children's sizes only. Flat top style, straight grained hickory, the strongest wood for skis. Deep walnut finish. Rubber foot pad, leather toe straps. Mortised.

Catalog No.	Length	Shpg. Wt.	Pair
6V5693	4 feet	3 pounds	$1.59
6V5694	5 feet	4 pounds	2.19
6V5695	5½ feet	4 lbs. 8 oz.	2.59

MANY MORE SKATE AND SKI BARGAINS IN SEARS BIG CATALOG



5 POUNDS TASTY FRUIT CAKE $1.00

A delectable package of sheer goodness! Not a spice cake, but a real fruitcake crammed with crisp, crunchy nuts and delicious assorted fruits. Shipping weights, 5 lbs. 14 oz. and 2 lbs. 8 oz.

8 V 7937—5-lb. Cake...	$1.00
8 V 7912—2-lb. Cake.........	49c

Delicious FRUIT CAKES
A Real Special for Christmas

5 LBS. OUR FINE FRUIT CAKE $1.98

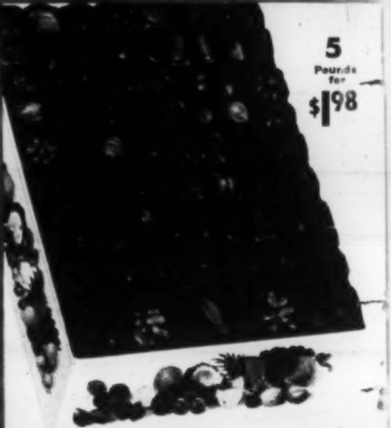
Come out of the kitchen during the holidays—let Sears furnish this delicious fruit cake for you. Full of crisp pecans, pineapple, citron, cherries and other tasty fruits. Packed in fine metal gift box. Shpg. wts., 6 lbs. 10 oz. and 3 lbs. 4 oz.

8V7945–5 lbs.	$1.98
8V7944–2 lbs......	89c

5 LBS. OUR BEST FRUIT CAKE . $2.98

From a delightful, old English recipe! It's moist and flavorful as if aged for months. With more than 50% fruits and nuts. Has whole red cherries, candied pineapple, lemon peel, orange peel, raisins, citron and crisp pecan halves. Metal gift box. Shpg. wt., 6 lbs. 10 oz.

8 V 7946
5 lbs............ $2.98

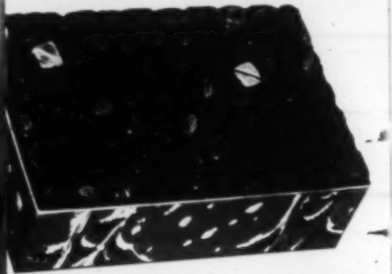


5 Pounds for $1.98

CHOCOLATE NUT AND FRUIT ASSORTMENT

Here it is . . . the delightful taste hit of the year! It's the treat supreme for a luscious gift or home use. Every single piece in this nut and fruit assortment was selected with infinite care. You'll find an enticing selection of crispy almonds, brazil nuts, filbert and pecan clusters, cordial cherries, pineapple and many others of equal fineness. All are heavily coated with rich chocolate. Fine gift box. Shpg. wts., 6 lbs.; 2 lbs. 12 oz. and 1 lb. 8 oz.

8 V 8010 5 lb. Box.. $1.98	8 V 8020 2 lb. Box.. 95c	8 V 8019 1 lb. Box.. 49c



DELICIOUS CHOCOLATES . . . A REAL TREAT

You'll make no mistake when you order this excellent selection of quality chocolates. Contains nougats, caramels, nut tops, fruit-flavored flowing creams, clusters and chocolate dates. Thick, rich chocolate coating blended with centers to make them irresistible. Gift box.

8 V 7927—Shipping weight, 6 pounds. 5 Pound Box $1.39

CANDY TREE ORNAMENTS

Colorful marshmallow . . . and as good to eat as they are good to look at! Hang by paper loops. Consists of red, yellow, and green Christmas bells and stars, and pink and white Santas. Shpg. wt., 3 lbs.

8 V 7932—60 Pieces..... 55c

10 POUNDS DELICIOUS HOLIDAY CANDY $1.49 And Up

PACKED IN HANDY FULL MEASURE 10-QUART GALVANIZED PAIL

You will find your favorite confection in Sears Christmas candy pails. Recommended for home use as well as for schools, churches, lodges and Christmas parties. 20 empty Christmas boxes, with tape handles included with DeLuxe Pail.

BARGAIN CANDY PAIL

The thrifty way to buy your Christmas party candy. Pail of tasty, assorted hard candy; soft, French creams; peanut brittle; old fashioned chocolate drops; tender gum drops and ribbon candy. Shipping weight, 15 lbs.

8 V 7959...**10** Pounds Candy and Pail **$1.49**

DELUXE CANDY PAIL

Fine quality assorted chocolates with cream and chewy centers, peanut brittle, filled hard candy, gum drops, hard candy, ribbon candy. With 20 colored, ½-lb. size, empty Christmas boxes. Shipping weight, 16 pounds.

8 V 7960...**10** Pounds Candy Pail and Boxes **$1.69**

CHARLIE McCARTHY CANDY POPS
Baby Ruth
Cracker Jack
Butterfinger

5 POUND BOX 79c

GOOD CHOCOLATES

This is a value any way you look at it! Tasty, assorted chocolates—at less than 16c per lb. You will agree they are better than chocolates which are usually sold for much more. A grand assortment of chewy caramels, nougats, crunchy nut clusters and luscious fruit-flavored creams. All heavily coated with smooth, sweet chocolate. It's the kind of candy you've always wanted. Packed in gay, colorful Christmas box. Shpg. wt., 6 lbs.

8 V 7924.... **5** Pound Box **79c**

5 POUND BOX $1.00

FINE CHOCOLATES

This Christmas, "Say It With Candy." Give your family a real Christmas treat. Every piece is as pure and wholesome as if it were made by you. Fruit-flavored creams, crunchy clusters, chewy caramels and nougats, all heavily coated with smooth, rich chocolate. Packed in beautiful Christmas box. Shipping weights, 6 lbs.; 2 lbs. 8 oz.; and 1 lb. 8 oz.

8 V 8002—5-lb. Box........ **$1.00**
8 V 8008—2-lb. Box **.49c**
8 V 8007—1-lb. Box **.25c**

CHRISTMAS STOCKINGS 79c

OUR BEST STOCKING

A cherry, colorful net and cellophane stocking, crammed to overflowing with toys, candy and nuts to delight the heart of any child! It's a youngster's Christmas surprise supreme! Contains a sturdy metal bank, funny cartoon book (25c value), large hollow chocolate Santa wrapped in bright color foil, new Charlie McCarthy candy pops, two 5c candy bars, 2 popcorn balls, prize package Cracker Jack plus hard candy and nuts galore. A very happy Christmas package—**a good $1.00 value.**

8 V 7948—Shipping weight, 4 pounds.. **79c**

POPULAR PRICED STOCKING

Slightly smaller Christmas stocking containing metal mechanical auto, color book, crayons, mixture of candy, nuts, etc. **At least a 60c value.**

8 V 7931—Shpg. wt., 2 lbs. 4 oz.. **49c**

SEARS HOLIDAY HARD CANDY AT BIG SAVINGS

All Hard Candy

Kiddies' Christmas wouldn't be complete without these delicious fruit-flavored hard candies! A large variety of flavors, colors and shapes all fresh and wholesome: Shipping wts., 3 lbs. 6 oz. and 5 lbs. 8 oz.

8V7921—3 lbs. 39c
8V7922—5 lbs. . 59c

Filled and Solid

You're sure to enjoy the tempting taste of these deliciously flavored satin finish candies. At least half the pieces are filled with jams, creams, etc. Shipping weights, 2 pounds 4 ounces and 5 pounds 8 ounces.

8V7926—2 lbs. 28c
8V7930—5 lbs. . 65c

DeLuxe All Filled

Our finest quality. Thin, crispy sugar shells filled with flavory jams, nut butters or creams. Assorted colors and designs. So delicious, they'll melt in your mouth. Preferred by all candy lovers. Shpg. wts., 1 lb. 4 oz. and 3 lbs. 8 oz.

8V7962—1 lb. . . 19c
8V7963—3 lbs. . . 49c

TWO GREAT GIFTS IN ONE!

5 POUNDS HARD CANDY IN 4-QT. ALUMINUM KETTLE $1.39

Hundreds of pieces, each one fresh and wholesome, in so many delicious flavors and colors, packed in a useful, good quality aluminum kettle! Kettle has clamp-on strainer lid and straight sides for quicker heating and saving of fuel. Shipping wt., 7 lbs.

8 V 7958—5 lbs. candy in kettle. $1.39

EMPTY CANDY CONTAINERS

Folding boxes ½-lb. size with handles. Shpg. wts., 8 oz.; 2 lbs. 4 oz.; 3 lbs. 11 oz.

8V8623	8V8625	8V8624
12 for. . . 10c	50 for. . . 37c	100 for. . . 67c

Cellophane and Net Stockings

Trimmed in red, loop for hanging. Each hold about 4 oz. Shpg. wt., 6 oz.

8 V 7957—12 Stockings. 39c

CHRISTMAS BUTTERCREAMS

Surprise the kiddies with some pure wholesome buttercreams in many appealing shapes, tasty flavors and pleasing colors! Tiny Santas, Christmas trees, autos, dolls, stars, bells, etc. Ideal candy for Kiddies' Christmas Parties! Shipping weights, 1 lb. 5 oz. and 2 lbs. 10 oz.

1-lb. bag
8 V 7916. 15c

2-lb. box
8 V 7917. . . 29c

HANGING FLOWER POT

Filled with Hard Candy

59c

A lovely hanging rustic wood flower pot with natural wood bark finish outside—ideal for porch, sunparlor, etc. Chains for hanging are 12 in. long. Filled with 1½ pounds of fine quality tasty assorted hard candy—colorful, fresh and downright "good eatin'"! Shpg. wt., 2 lbs. 8 oz.

8 V 7958—Flower Pot with 1½ lbs. candy. 59c

CREAMS AND JELLIES

An old time Christmas favorite! Tender and tasty jellies and soft cream bonbons, crystallised to retain their freshness. Plenty of delicious, melt-in-your-mouth flavors, attractive shapes and colors, including many combination cream and jelly pieces. Shpg. wt., 3 lbs. 12 oz.

8 V 7964—3 lbs. . . . 59c

CHOCOLATE CHERRIES

Everyone loves large whole red cherries in rich flowing cream, heavily covered with dark vanilla chocolate. They make a treat you won't forget. Shpg. wt., 1 lb. 8 oz. each.

8 V 8056—1 lb. . . 37c

Bargain Cherries

Good quality.

8 V 7929—1 lb. . 24c

TINY CHOCOLATES

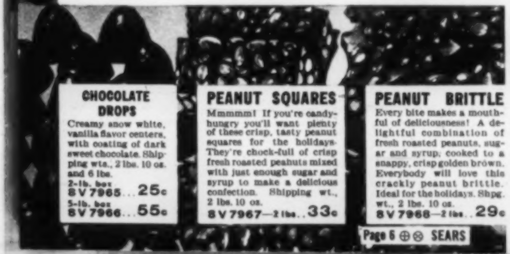
Each tiny piece just one dainty bite! More than three times as many pieces to the pound as in ordinary chocolates. Profuse in nuts and surprise flavors. Covered with smooth, dark chocolate. Shpg. wts., 1 lb 8 oz. and 2 lbs. 12 oz.

8V8000—1 lb. . . 59c
8V8001—2 lbs. $1.00

KIDDIES' DELIGHT

A big hollow chocolate Santa Claus in bright colored foil, 6 little hollow chocolate figures, 6 marshmallow snowmen, butter creams and hard candies galore! In colorful green paper grass lined box. Shpg. wt., 2 lbs. 4 oz.

8 V 7943—Complete. . . 39c



CHOCOLATE DROPS

Creamy snow white, vanilla flavor centers, with coating of dark sweet chocolate. Shipping wts., 2 lbs. 10 oz. and 6 lbs.

2-lb. box
8V7965. . . 25c

5-lb. box
8V7966. . . 55c

PEANUT SQUARES

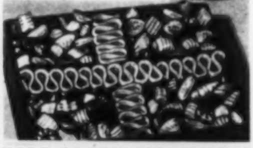
Mmmmm! If you're candy-hungry you'll want plenty of these crisp, tasty peanut squares for the holidays. They're chock-full of crisp fresh roasted peanuts mixed with just enough sugar and syrup to make a delicious confection. Shipping wt., 2 lbs. 10 oz.

8 V 7967—2 lbs. . 33c

PEANUT BRITTLE

Every bite makes a mouthful of deliciousness! A delightful combination of fresh roasted peanuts, sugar and syrup; cooked to a snappy, crisp golden brown. Everybody will love this crackly peanut brittle. Ideal for the holidays. Shpg. wt., 2 lbs. 10 oz.

8 V 7968—2 lbs. . 29c



HARD CANDY ASSORTMENT

The colors and varieties themselves are delightful—but wait till you taste the delicious candy! Contains satin finish crimped ribbon candy, chips, fruit drops, waffles, cut rock with cute little inner designs, and many other Christmas pieces.

8 V 7969—Shpg. wt., 3 lbs. 12 oz. . . . . **3 lbs. for 49c**

DELICIOUS, CRUNCHY NEW CROP NUTS ADD ZEST TO THE HOLIDAYS

Diamond Brand Walnuts
Rich and crunchy—cream of the California crop. Large, extra-fancy. Shpg. wts., 1 lb. 4 oz.; 5 lbs. 8 oz.
8V7915–1 lb. 28c
8V7900–5 lbs. . . . $1.29

Good Quality Walnuts
Medium size. Shpg. wts., 2 lbs. 6 oz.; 5 lbs. 8 oz.
8 V 7902—2 lbs. . 42c
8 V 7903—5 lbs . . . 98c

Paper Shell Pecans
Stuart pecans with a flavor all their own. Extra large, sweet nut meats with washed, paper-thin shells. Shpg. wt., 1 lb. 4 oz.
8V7914—1 lb. 27c

Low Priced Pecans
Medium size. Shpg. wt., 1 lb. 4 oz.
8V7934—1 lb. 19c

Large Brite Brazil Nuts
Carefully selected A1 Quality Brazil Nuts, hand picked, washed and bleached—easy to crack. All have large, sweet meats that are the last word in deliciousness. Shpg. wts., 1 lb. 4 oz. and 5 lbs. 8 oz.
8V7906-1 lb. 19c
8V7901-5 lbs. 89c

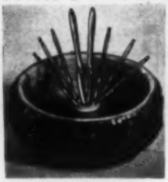
IXL Almonds
Extra fancy almonds with shells that are easy to crack. Crisp and delicious. Shpg. wt., 1 lb. 4 oz.
8V7918—1 lb. 29c

Selected Filberts
Large size sweet and full of flavor. Shpg. wt., 1 lb 4 oz.
8V7905—1 lb. 27c

Roasted Peanuts
Large size. Scientifically roasted in their shells to bring out the delicious nut flavor. Shpg. wts., 2 lbs. 6 oz. and 5 lbs. 8 oz.
2-lb. Bag
8 V 8737 . . 28c
5-lb. Bag
8 V 8738 . . 64c

2 LBS. MIXED NUTS
WITH BOWL, NUTCRACKER
AND PICKS

A splendid gift combination, right in the spirit of Christmas, too. Two pounds of fine new 1938 crop selected mixed nuts in rustic wood nut bowl (natural bark on outside; varnished inside). Bowl is about six in. in diameter and comes equipped with six nut picks and strong cracker. An unusual value at our low price. Shpg. wt., 3 lbs. 15 oz.
8 V 7908—2 lbs. Nuts and Nut Bowl Set. Complete 89c



NUT BOWL SET

98c

Here's a dandy gift for the whole family. Nut bowl is natural wood bark finish outside. Inside is smooth and varnished. Complete with special forged nicely finished steel nut cracker and 6 nut picks. Size of bowl, about 8 to 10 inches in diameter. Adds to Christmas cheer! Shipping wt., 2 lbs. 10 oz.
8 V 9786 . . . . 98c

MIXED SALTED NUTS

Extra-Fancy fresh, crisp Brazil nuts, cashews, almonds and pecans. No peanuts. Shpg. wt., 1 lb. 6 oz.
8 V 8701—1-lb. Bag 59c

Salted Spanish Peanuts
Shpg. wt., 2 lbs. 4 oz.
8 V 7907—2-lb. Bag 25c

PLUM PUDDING

Atmore brand plum puddings are famous for their quality and rich fragrant deliciousness. One 2-pound can serves 10 to 12 people. Shipping weight, 2 pounds 6 ounces.
8 V 7950—2-lb. tin 49c

MIXED NUTS
3 POUNDS
73c

EXTRA FANCY FRESH MIXED NUTS

Our Finest—top quality new 1938 crop! You'd never expect to buy such high quality at these exceptionally low prices. Mixture consists of: Diamond Brand California Walnuts; Georgia paper shell Pecans; washed Brite Brazils; IXL Soft-shelled Almonds and selected Filberts.

8 V 7909—Shpg. wt., 1 lb. 4 oz. . . 1-lb. Bag 26c
8 V 7919—Shpg. wt., 3 lbs. 6 oz. . . 3-lb. Box 73c
8 V 7904—Shpg. wt., 5 lbs. 8 oz. . . 5-lb. Bag $1.15
8 V 7910—Shpg. wt., 11 lbs. . . . . 10-lb. Bag 2.19

Our Bargain Priced Mixed Nuts—1938 Crop
Same assortment as above, but smaller and not so fancy.

8 V 7911—Shpg. wt., 1 lb. 4 oz. . . 1-lb. Bag 19c
8 V 7938—Shpg. wt., 3 lbs. 6 oz. . . 3-lb. Box 54c
8 V 7913—Shpg. wt., 5 lbs. 8 oz. . . 5-lb. Bag 87c
8 V 7970—Shpg. wt., 11 lbs. . . . . 10-lb. Bag $1.57

Christmas Cookies
3 LBS. FOR $1.00

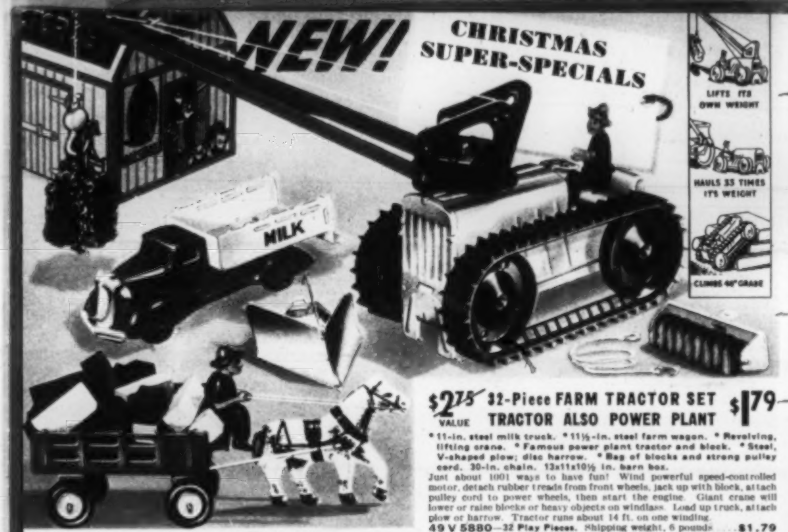
A delightful selection of old-fashioned Christmas cookies. Old favorites such as Pfeffernussen, Springerle, Lebkuchen (honey cookies) and a marsipan Santa. 3 lbs in Christmas box.
8 V 7949
Shipping weight, 3 lbs. 12 oz.
$1.00

DELICIOUS CANDIED AND STUFFED FRUITS

Choice assortment of delicious candied and glazed fruit. Pineapple slice, figs, dates, prunes, cherries and marshmallow-apricot sandwiches. In beautiful round metal box you'll use long after the fruit is gone. Shipping wt., 2 lbs. 8 oz.
8 V 8226—2-lb. Box 98c

Fancy stuffed dates and candied figs. Delicious California figs candied with honey and syrup, all cherry topped. Pitted dates, some stuffed with blended fruits and nuts, others with dates, all nut-topped. Ideal for the holidays. Shpg. wt., 2 lbs. 8 oz.
8 V 7947—2-lb. Box 79c

NEW! CHRISTMAS SUPER-SPECIALS



~~$2.75~~ VALUE 32-Piece FARM TRACTOR SET TRACTOR ALSO POWER PLANT $1.79

- 11-in. steel milk truck.
- 11½-in. steel farm wagon.
- Revolving, lifting crane.
- Famous power plant tractor and block.
- Steel, V-shaped plow; disc harrow.
- Bag of blocks and strong pulley cord. 30-in. chain. 13x11x10½ in. barn box.

Just about 1001 ways to have fun! Wind powerful speed-controlled motor, detach rubber treads from front wheels, jack up with block, attach pulley cord to power wheels, then start the engine. Giant crane will lower or raise blocks or heavy objects on windlass. Load up truck, attach plow or harrow. Tractor runs about 14 ft. on one winding.

49 V 5880—32 Play Pieces. Shipping weight, 6 pounds **$1.79**

35 SECOND SHEETS
140 WHITE SHEETS
50 ENVELOPES
CARBON SHEETS
EXTRA INK ROLL

TYPEWRITER and 232 Pieces

~~$2.50~~ VALUE $1.79

Typewriter alone worth $2.00. The most amazing secretary set ever offered. De Luxe sturdy metal dial typewriter, 11¼x10¼x8¼ in. Self-inking and spacing. Dummy keyboard looks like regular keyboard. Simple, practical dial system. Space, shift key and 40 metal (not rubber) capital letters, including alphabet, punctuation marks, numerals. Sliding carriage. Bell rings at end of each line. Extra ink roll. Also:

- 140 sheets paper, 8x5 in.
- 50 white, letter envelopes.
- 4 sheets of carbon paper.
- Ink and pencil eraser.
- 144-page, 6-in. note book.
- Pencil, eraser attached.
- 35 yellow second sheets.

Shpg. wt., 4 lbs. 14 oz.

49 V 3890 . . . . **$1.79**

VALENCIA TOY TEA SET—$1.00 VALUE 69c

21 vividly colored, glass pieces. 4 each of 4¼-in. plates, 3¼-in. saucers, 2-in. cups, 3⅜-in. fruit dishes. 3½-in. teapot. 2-in. covered sugar bowl, and creamer.

49 V 1902—As shown. Shipping weight, 3 lbs. . . . . **.69c**

She Wets

She Cries

WETTING BOTTELTOT WITH 11-Pc. LAYETTE AND CRADLE

~~$1.40~~ VALUE 79c

New, larger, famous all-rubber, 11-in. doll (American Character Doll Co.). She cries, drinks, wets her diaper. Charming lace trimmed dress, bonnet, stomach band, booties, diaper, safety pins, nursing bottle, rubber duck and Scotty. Folding cradle, when set up, measures 11⅛x5x3¼ in. Shipping weight, 2 lbs. 8 oz.

49 V 2958—Complete set . . . **79c**

GOODY! WHOLE TRUCK TRAIN OF CANDY KISSES

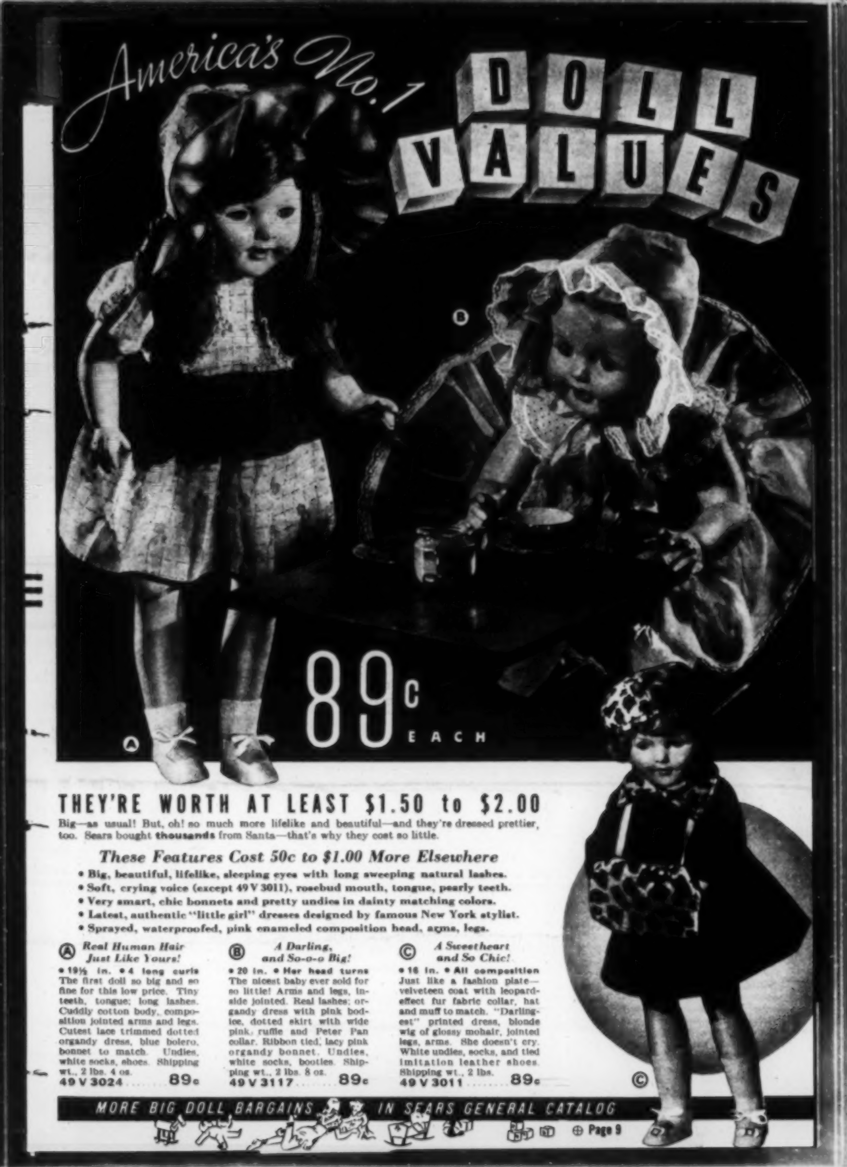
- 18-inch Steel Truck Train

66c

What a treat! Just imagine! A huge stake body truck with detachable trailer of auto fender steel, just "oozing" with sweets. Full, 1½ lbs. of delicious candy kisses, fresh, chewy and full flavored.

Truck has strong key wind motor that will stand lots of windings. Dummy headlights, balloon type easy rolling wood wheels. Finished in lasting, colorful baked-on enamel. Shpg. wt., 4 lbs.

49V5849
66c



THEY'RE WORTH AT LEAST $1.50 to $2.00

Big—as usual! But, oh! so much more lifelike and beautiful—and they're dressed prettier, too. Sears bought **thousands** from Santa—that's why they cost so little.

These Features Cost 50c to $1.00 More Elsewhere

- **Big, beautiful, lifelike, sleeping eyes with long sweeping natural lashes.**
- **Soft, crying voice (except 49 V 3011), rosebud mouth, tongue, pearly teeth.**
- **Very smart, chic bonnets and pretty undies in dainty matching colors.**
- **Latest, authentic "little girl" dresses designed by famous New York stylist.**
- **Sprayed, waterproofed, pink enameled composition head, arms, legs.**

Ⓐ ***Real Human Hair Just Like Yours!***

• 19½ in. • 4 long curls The first doll so big and so fine for this low price. Tiny teeth, tongue; long lashes. Cuddly cotton body, composition jointed arms and legs. Cutest lace trimmed dotted organdy dress, blue bolero, bonnet to match. Undies, white socks, shoes. Shipping wt., 2 lbs. 4 oz.

49 V 3024 .... **89c**

Ⓑ ***A Darling, and So-o-o Big!***

• 20 in. • Her head turns The nicest baby ever sold for so little! Arms and legs, inside jointed. Real lashes; organdy dress with pink bodice, dotted skirt with wide pink, ruffle and Peter Pan collar. Ribbon tied, lacy pink organdy bonnet. Undies, white socks, booties. Shipping wt., 2 lbs. 8 oz.

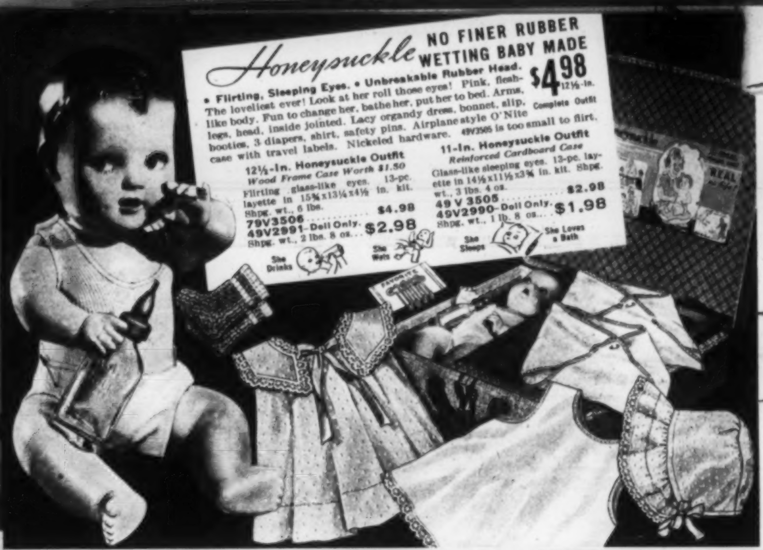
49 V 3117 .... **89c**

Ⓒ ***A Sweetheart and So Chic!***

• 16 in. • All composition Just like a fashion plate—velveteen coat with leopard-effect fur fabric collar, hat and muff to match. "Darlingest" printed dress, blonde wig of glossy mohair, jointed legs, arms. She doesn't cry. White undies, socks, and tied imitation leather shoes. Shipping wt., 2 lbs.

49 V 3011 .... **89c**

MORE BIG DOLL BARGAINS IN SEARS GENERAL CATALOG



Honeysuckle NO FINER RUBBER WETTING BABY MADE

$4.98 12½-in. Complete Outfit

• **Flirting, Sleeping Eyes.** • **Unbreakable Rubber Head.** The loveliest ever! Look at her roll those eyes! Pink, flesh-like body. Fun to change her, bathe her, put her to bed. Arms, legs, head, inside jointed. Lacy organdy dress, bonnet, slip, booties, 3 diapers, shirt, safety pins. Airplane style O'Nite case with travel labels. Nickeled hardware. 49V3505 is too small to flirt.

12½-In. Honeysuckle Outfit
Wood Frame Case Worth $1.50
Flirting glass-like eyes. 13-pc. layette in 15⅝x13¼x4½ in. kit. Shpg. wt., 6 lbs.
79V3506 .... **$4.98**
49V2991—Doll Only. Shpg. wt., 2 lbs. 8 oz... **$2.98**

11-In. Honeysuckle Outfit
Reinforced Cardboard Case
Glass-like sleeping eyes. 13-pc. layette in 14½x11½x3⅝ in. kit. Shpg. wt., 3 lbs. 4 oz.
49 V 3505 .... **$2.98**
49V2990—Doll Only. Shpg. wt., 1 lb. 8 oz... **$1.98**

She Drinks
She Wets
She Sleeps
She Loves a Bath

LOVELY "BABY TOODLES"

• Sleeping glass-like eyes.
• Now with hard rubber head.

$2.98 15-in.

The first baby doll, with soft cuddly cotton stuffed body, that drinks her bottle and wets her diaper. Long lashes, open mouth with upper teeth, hard rubber arms and legs. Practically unbreakable. Dressed in dotted dress, wide ruffle, puffed sleeves, Peter Pan Collar, organdy ribbon tied bonnet with wide ruffle; organdy lacy slip; shirt, diaper, rubber panties, rayon socks, white booties. In beautiful box, with Baby Doll book containing advice to little mothers.

49 V 3185—**15-In.** Shpg. wt., 1 lb. 12 oz. **$2.98**
49 V 3186—**18-In.** Shpg. wt., 4 lbs... **$4.98**

CHEST OF DRAWERS

• Wetting, 11-in. doll.
• 21-piece layette.

$2.98

Packed in a 3-drawer chest, 11¾x7½x5⅝ in. with metal knobs on the drawers; folding metal handles. Real lashes, soft, Flex-O-Flesh rubber body; arms and legs inside button jointed. She drinks her bottle, wets her diaper, goes to sleep, cries when she wakes up. Layette: 3 cotton flannel diapers, safety pins, shirt, organdy dress and bonnet, slip, wash cloth, sponge, 4 clothespins, booties, bib.

49 V 3516—**Complete Outfit.**
Shpg. wt., 3 lbs. 8 oz.......... **$2.98**

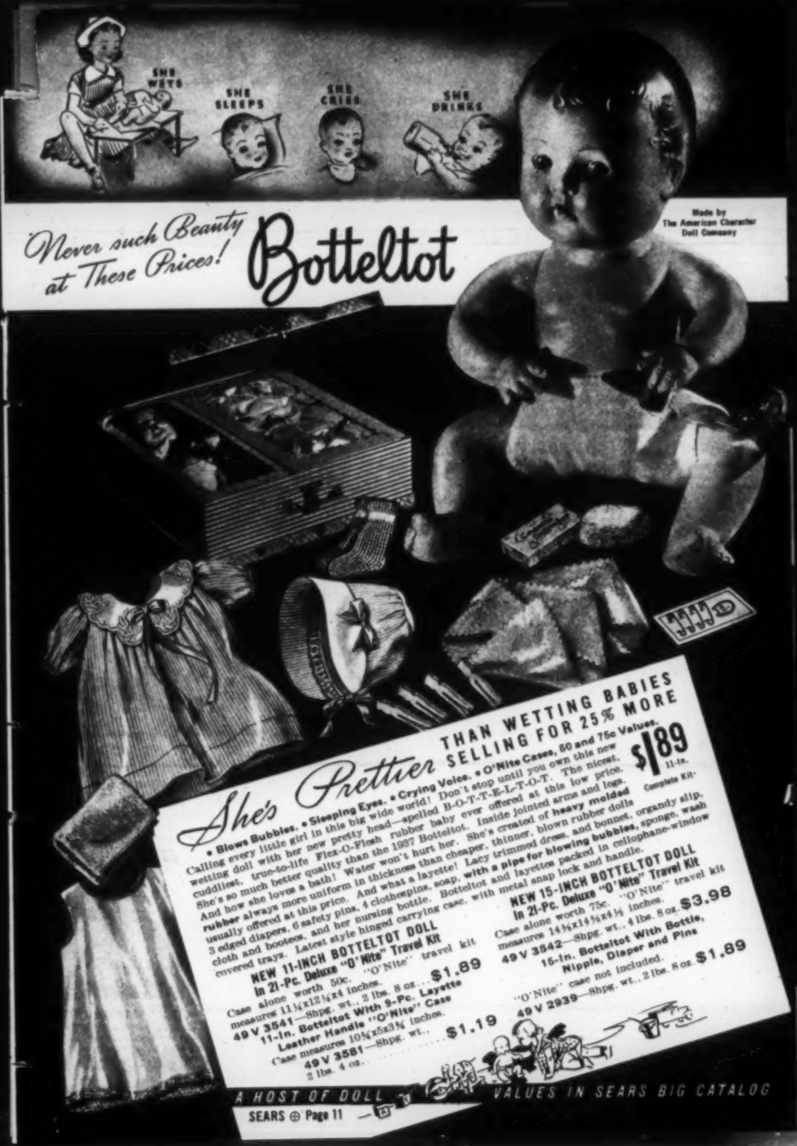
o-o-oh! BOTTELTOT BATHES!

• Doll • Bath • Layette
• 11-in. dolly drinks and wets.

$1.98

Just the outfit you need to take care of wetting babies. "Dolly-bath": wood frame; rubberized cloth tub, drain and shut-off; 5 pockets for accessories. 15x18 in. **11-in. Painted Eye Doll** with soft rubber head, inside jointed legs and arms; diaper and 2 pins, bottle, lace trimmed organdy dress and bonnet, stomach band, knit booties. Shpg. wt., 4 lbs.

79 V 3523—**Complete Outfit** **$1.98**
Larger "Dolly-Bath," 13-in., moving eye, Flex-O-Flesh Botteltot and 9-Pc. Layette.
79 V 3529—Shpg. wt., 6 lbs **$2.98**



Never such Beauty at These Prices!

Botteltot

Made by
The American Character
Doll Company

She's Prettier THAN WETTING BABIES SELLING FOR 25% MORE

$1.89 11-In. Complete Kit

• **Blows Bubbles.** • **Sleeping Eyes.** • **Crying Voice.** • **O'Nite Cases, 50 and 75c Values.**

Calling every little girl in this big wide world! Don't stop until you own this new wetting doll with her new pretty head—spelled B-O-T-T-E-L-T-O-T. The nicest, cuddliest, true-to-life Flex-O-Flesh rubber baby ever offered at this low price. She's so much better quality than the 1937 Botteltot. Inside jointed arms and legs. And how she loves a bath! Water won't hurt her. She's created of **heavy molded rubber** always more uniform in thickness than cheaper, thinner, blown rubber dolls usually offered at this price. And what a layette! Lacy trimmed dress, and bonnet, organdy slip, 3 edged diapers, 6 safety pins, 4 clothespins, soap, **with a pipe for blowing bubbles**, sponge, wash cloth and bootees, and her nursing bottle. Botteltot and layettes packed in cellophane-window covered trays. Latest style hinged carrying case, with metal snap lock and handle.

NEW 11-INCH BOTTELTOT DOLL In 21-Pc. Deluxe "O'Nite" Travel Kit

Case alone worth 50c. "O'Nite" travel kit measures 11¼x12½x4 inches.
49 V 3541—Shpg. wt., 2 lbs. 8 oz. . . **$1.89**

11-In. Botteltot With 9-Pc. Layette Leather Handle "O'Nite" Case

Case measures 10¾x5x3¾ inches.
49 V 3581—Shpg. wt., 2 lbs. 4 oz. **$1.19**

NEW 15-INCH BOTTELTOT DOLL In 21-Pc. Deluxe "O'Nite" Travel Kit

Case alone worth 75c. "O'Nite" travel kit measures 14⅜x14½x4½ inches.
49 V 3542—Shpg. wt., 4 lbs. 8 oz. **$3.98**

15-In. Botteltot With Bottle, Nipple, Diaper and Pins

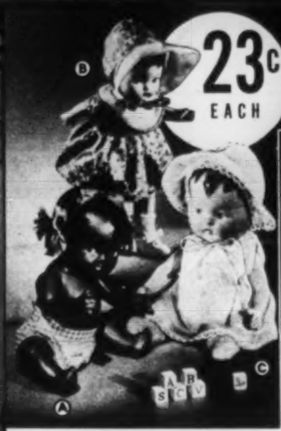
"O'Nite" case not included.
49 V 2939—Shpg. wt., 2 lbs. 8 oz. **$1.89**

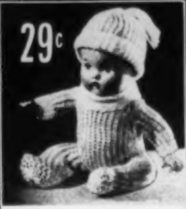
A HOST OF DOLL VALUES IN SEARS BIG CATALOG

23¢ EACH

Your Choice

47¢ EACH

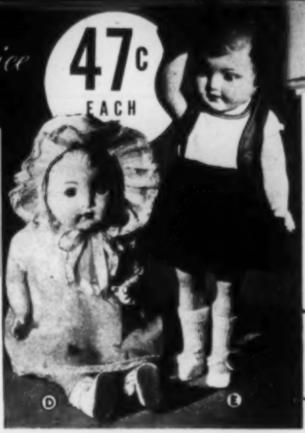




9½-IN. OUTDOOR BABY

Togged out for cold weather in cute, 2-piece knitted sweater set. She'll be as snug as a bug. Expressive painted eyes. All composition, inside jointed arms and legs.

49 V 3406—Shpg. wt. 9 oz. **29¢**



DAINTY ALL COMPOSITION DOLLS

Cute bargains! Baby's kisses will not hurt them. Sprayed enamel finish. Hard-to-break inside jointed (the better way) arms and legs. Real winsome expressions. Painted eyes! Shipping weight, each, 8 ounces.

(A) 10-IN TOPSY Brown col. Dressed in diaper, 2 pins, 3 cute pigtails. Red rayon ribbon.
49 V 3410...**23¢**

(B) 10-IN. GIRL Turning head. Print dress, organdy collar, bonnet, undies. Cotton socks, tied shoes.
49 V 3409....**23¢**

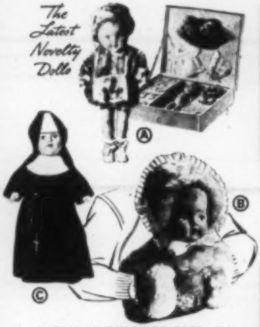
(C) 9½-IN. BABY Adorable. Lacy organdy dress and bonnet, ribbon ties—diaper, socks.
49 V 3407..**23¢**

AMAZING VALUES—14 IN. TALL

(D) CRYING, SLEEPING COTTON STUFFED BABY
Composition head and legs, inside jointed arms. Deep, hemmed organdy dress with lace trim. Ribbon tied organdy bonnet, shirred peak. Pink undies. Socks, booties. Shpg. wt., 1 lb. 2 oz.
49 V 3411..............**47¢**

(E) ALL COMPOSITION STANDING GIRL
Stands alone. Hard to break composition, moving eyes, turning head. Latest style barrel skirt dress. Removable Bolero jacket. Organdy hair bow. Undies, booties, socks. Shpg. wt., 1 lb. 4 oz.
49 V 3413..............**47¢**

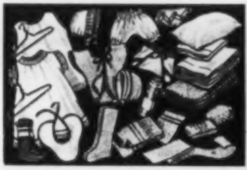
The Latest Novelty Dolls



(A) DOLL IN CARRYING CASE. 13-in. Composition. Painted features. Case 14¼ x 13¼ x 3½ in., snap lock. Printed organdy dress; undies; bonnet, rayon plush coat, cap and muff, socks, tied shoes, panties.
49 V 3571—Shpg. wt., 2 lbs. 4 oz......**98¢**

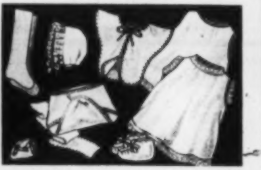
(B) RAYON PLUSH MUFF DOLL. A new Fad. Composition, turning head, painted eyes. Plush muff, cotton stuffed imitation feet. Ribbon trimmed plush poke bonnet. Ribbon ties and rayon cord.
49 V 3577—Shpg. wt., 1 lb......**95¢**

(C) 14-IN. NUN DOLL. Rosary included. All composition, turning head, sleeping eyes, lashes, open mouth shows teeth and tongue. Inside jointed legs and arms. Dressed in flowing black garments, black underwear, stockings, shoes. Very popular doll.
49 V 3559—Shpg. wt., 1 lb. 8 oz......**95¢**



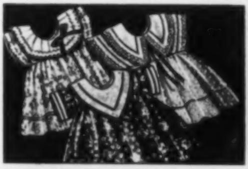
23-PC. RUBBER DOLL LAYETTE 98¢

All you need to **bathe, powder, and dress your Doll.** Lacy dress, bonnet, slip, booties, socks, blanket, washcloth, towel, sponge, soap, diaper, pillow and cover, sheet, 2 hangers, stomach band, pins, coat, bonnet, bib, powder, rubber pants. Fits 10½ to 19½-in. doll. **State height.**
49 V 3570—Shpg. wt., 1 lb. 8 oz.........**98¢**



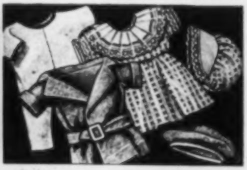
9-PC. QUALITY LAYETTE 39¢ And Up

For rubber or composition baby dolls. Lace trimmed organdy dress, lacy bonnet, lacy slip. Canton flannel coat and diaper, all edges finished. Stomach band, stocks, booties, safety pins. Shipping weight, 11 ounces.
49 V 3538—Fits Dolls 10½ to 11½ in. **39¢**
49 V 3540—Fits Dolls 12 to 14½ in.. **49¢**



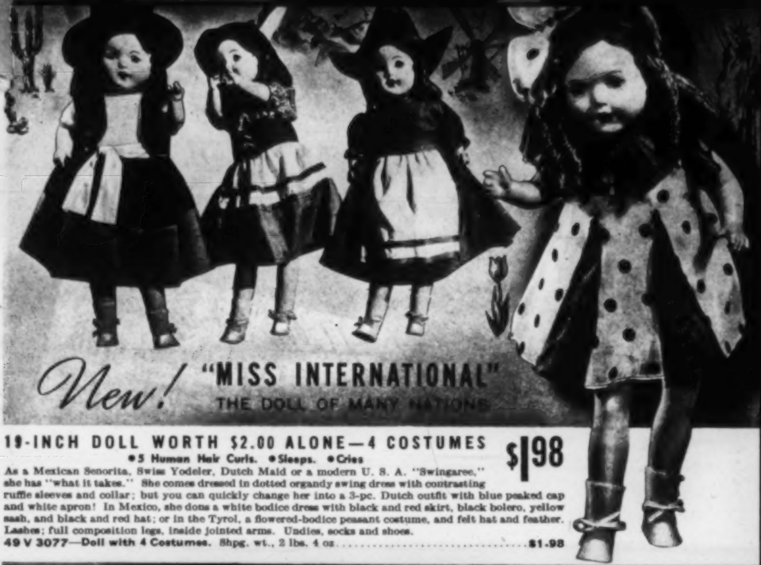
THREE DAINTY DRESSES FOR 79¢ And Up

Three extra dresses for Dolly's wardrobe. A play dress. An afternoon dress. An organdy dress for Parties. Shipping weight, 5 oz.
49 V 3578—Fits Doll 12 to 13½ in. tall..**79¢**
49 V 3512—Fits Doll 14 to 16½ in. tall..**89¢**
49 V 3513—Fits Doll 17 to 19½ in. tall..**98¢**
49 V 3514—Fits Doll 20 to 23½ in...**$1.09**
49 V 3515—Fits Doll 24 to 26 in. tall. **1.19**



DOLLY'S 5-PC. WARDROBE 69¢ And Up

Pretty cotton duvetyn cloth coat, tam to match; lacy organdy dress, bonnet to match; cotton flannel pajamas. Shpg. wt., 3 oz.
49 V 3572—Fits Doll 12 to 13½ in. tall .**69¢**
49 V 3573—Fits Doll 14 to 16½ in. tall .**79¢**
49 V 3574—Fits Doll 17 to 19½ in. tall .**89¢**
49 V 3575—Fits Doll 20 to 23½ in. tall .**98¢**
49 V 3576—Fits Doll 24 to 26 in. tall. **$1.19**



New! "MISS INTERNATIONAL"

THE DOLL OF MANY NATIONS

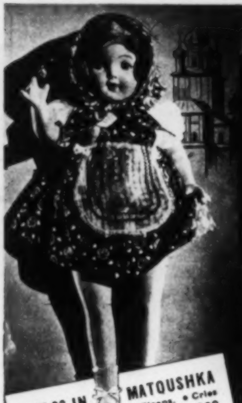
19-INCH DOLL WORTH $2.00 ALONE—4 COSTUMES

$1.98

● 5 Human Hair Curls. ● Sleeps. ● Cries

As a Mexican Senorita, Swiss Yodeler, Dutch Maid or a modern U. S. A. "Swingaree," she has "what it takes." She comes dressed in dotted organdy swing dress with contrasting ruffle sleeves and collar; but you can quickly change her into a 3-pc. Dutch outfit with blue peaked cap and white apron! In Mexico, she dons a white bodice dress with black and red skirt, black bolero, yellow sash, and black and red hat; or in the Tyrol, a flowered-bodice peasant costume, and felt hat and feather. Lashes; full composition legs, inside jointed arms. Undies, socks and shoes.

49 V 3077—Doll with 4 Costumes. Shpg. wt., 2 lbs. 4 oz. **$1.98**



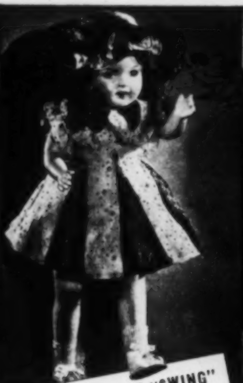
NEW 22-IN MATOUSHKA

$1.98

● Human Hair ● Sleeps. ● Cries

In picturesque costume, just as if she stepped out of the "Old World." Cuddly cotton stuffed body. Composition legs and inside jointed arms. Printed cotton voile dress, lace trimmed apron. 3 cornered, hemmed, "Matoushka" shawl headdress; lacy slip, undies, rayon socks, tied buckle shoes. Shpg. wt., 2 lbs. 12 oz.

49 V 3076 .... **$1.98**



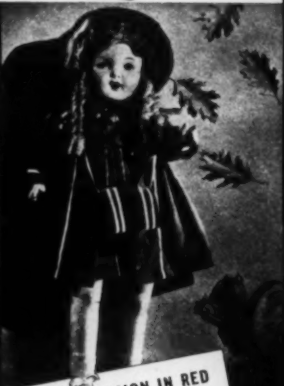
21-INCH LADY OF "SWING"

$1.49

● 6 human curls. ● Sleeps. ● Cries

Regular $2 to $2.50 value. First doll this large, at this low price, with human hair wig, long lashes. Cotton stuffed body, composition legs, arms. Swing dress of printed organdy, 3 contrasting panels and collar, ruffle sleeves, bonnet with wide ruffle. Undies, rayon socks, buckle shoes. Shipping weight, 3 pounds.

49 V 3078 .... **$1.49**



NEW! VISION IN RED

$1.98

● Sleeps. ● Cries. ● Human curls

22 inches tall. Fashion perfect in red velveteen coat trimmed with white rayon braid. Ribbon tied bonnet, muff to match. White rayon socks and snap buckle shoes. Soft cotton stuffed body, composition head, inside jointed legs and arms. 6 long curls, human hair, firmly sewed on. Shipping weight, 2 lbs. 8 oz.

49 V 3079 .... **$1.98**

I'M 26 INCHES TALL
I CRY
I SLEEP
I SIT ALONE

"Hello Gorgeous"

$1.98

EQUALS $3 TO $3.50 QUALITY

Being modest, "Gorgeous" doesn't tell her little playmates how lovely she is, or how she differs from the usual 26-inch, poorly proportioned baby. She's a darling—with soft, cuddly cotton stuffed body; turning, real baby size head; bright, sleeping eyes, swept by real lashes; and a smiling mouth. Expertly flesh tinted, double sprayed, hard-to-break composition legs and arms (arms are inside jointed). Adorably dressed in a long bodice, full cut (not skimped) lacy organdy dress. Ribbon rosette. Lacy organdy bonnet with silk ribbon ties. Lacy undies, rubber pants, socks and white bootees. We've never seen a baby doll so tall, so well proportioned, so pretty, nor so well dressed for less than $3.

79V3151—Shipping weight, 4 lbs. 12 oz. **$1.98**

LITTLE MISS QUALITY—OUR FINEST

- Glass-like sleeping eyes.
- Real lashes.
- Voice that cries.
- Turning head.

$1.98 16-In.

We demanded the finest, loveliest baby dolls ever offered for these prices. Here they are! Visions in fine, deluxe organdy with pleats, long bodice, tucks, wide lace trimmed hemstitched edge, streamer silk ribbon, puffed sleeves. Ruffly ribboned organdy bonnet, lace trimmed undies, rubber panties, white rayon socks, tied bootees. Soft cuddly body. Full composition arms and legs.

49 V 3160	49 V 3161	79 V 3162
16-In. Baby. Shipping wt., 2 lbs. **$1.98**	**20-In. Baby.** Shpg. wt., 2 lbs. 12 oz. . . . **$2.98**	**24-In. Baby.** Shpg. wt., 3 lbs. 12 oz. . . . **$4.98**

DRESSED IN LUSTROUS CELANESE RAYON

- Glass-like, go-to-sleep-eyes.
- Real lashes.
- Crying voice.
- Turning head.

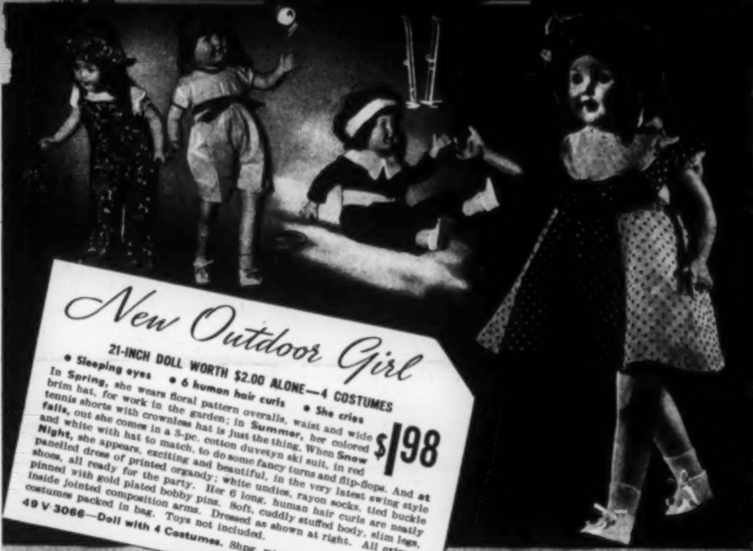
$1.49 16-In.

See how her eyes sparkle! Lovely lashes, smiling mouth, teeth and tongue give her human expression. Tied baby legs, inside washer jointed arms of composition. And what an outfit! Wide, ruffled, lustrous Celanese rayon; ecru lace on sleeves, dress and bodice; set off by silk ribbon rosette. Celanese rayon bonnet with poke buckram inset to give shape; trimmed with Val style lace. Lace trimmed slip, rubber panties, rayon socks, white tied bootees.

49 V 3131—16-Inch Baby. Shpg. wt., 1 lb. 12 oz. . . . **$1.49**

49 V 3132—20-Inch Baby. Shpg. wt., 3 lbs. **$1.98**

REFER TO SEARS BIG CATALOG FOR MORE REMARKABLE DOLL VALUES



New Outdoor Girl

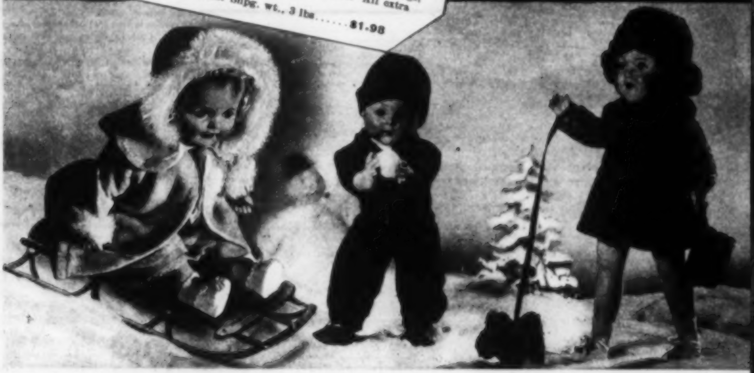
21-INCH DOLL WORTH $2.00 ALONE—4 COSTUMES

• Sleeping eyes • 6 human hair curls • She cries

$1.98

In Spring, she wears floral pattern overalls, waist and wide brim hat, for work in the garden; in **Summer,** her colored tennis shorts with crownless hat is just the thing. When **Snow falls,** out she comes in a 3-pc. cotton duvetyn ski suit, in red and white with hat to match, to do some fancy turns and flip-flops. And at **Night,** she appears, exciting and beautiful, in the very latest swing style panelled dress of printed organdy; white undies, rayon socks, tied buckle shoes, all ready for the party. Her 6 long, human hair curls are neatly pinned with gold plated bobby pins. Soft, cuddly stuffed body, slim legs, inside jointed composition arms. Dressed as shown at right. All extra costumes packed in bag. Toys not included.

49 V 3066—Doll with 4 Costumes. Shpg. wt., 3 lbs...... **$1.98**



A DREAM IN MARABOU TRIM

• 26 inches tall • Crying voice • Sleeping eyes, lashes

$1.98

Similar dolls usually sell for $3.00 to $3.50. Dressed for wintry days in a real blanket cloth coat with all-around collar; sleeves and bonnet trimmed with warm, lovely Marabou. As snug as a bug in a rug. Underneath she wears a nice organdy dress with lace trim; tape around neck; undies, rubber pants, cotton socks, tied bootees. Soft, cuddly cotton stuffed body; saucy turning head. Full, hard-to-break composition legs and arms. (Sled not included.)

79 V 3156—Shpg. wt., 5 lbs.............. **$1.98**

LET IT SNOW

• 12½ in. • All composition • Sleeping eyes

98c

This little tyke won't get cold because she's protected by her 3-pc. warm, snug, corduroy ski suit. Cute zip jacket, cap to match, elastic waistband pants. Turning head, expressive mouth, teeth and tongue. Lashes. Inside jointed arms and legs. White undies, cotton socks, black tied shoes. Shipping weight, 1 pound 8 ounces.

49 V 3302.................. **98c**

FUR FABRIC COAT

• Human hair ringlets, lashes • Sleeping eyes • She cries

$1.49 15-in.

Tailored to a "T". Chic "Persian Lamb" effect cotton plush ensemble, Cossack coat, muff, with pert "little Scottie" of same material. Full composition head, arms, legs. Arms inside jointed. Soft, cotton body. Printed dress; undies, slip, socks, shoes. Scotty (worth 50c) has sparkling glass-like eyes, on red leash.

49 V 3050—15-in. Shpg. wt., 1 lb. 10 oz. **$1.49**
49 V 3051—17-in. Shpg. wt., 1 lb. 12 oz. **1.98**
49 V 3052—19-in. Shpg. wt., 2 lbs. 4 oz. **2.98**

Original and Genuine

New! "SNOW WHITE" AND PAL "DOPEY"

So real, you can almost hear them "Whistle While They Work."

Flirty Eye "SNOW WHITE" $1⁹⁸ 11½-In.

All composition. Flirting glass-like eyes; lashes. Black wig; Velveteen bodice celanese rayon skirt dress; Velveteen celanese rayon lined cape. Undies, shoes and socks 49 V 3334 is too small to flirt.

13-In. Size Wt., 1 lb. 8 oz. 49 V 3335..$2.98

11½-In. Size Wt., 1 lb. 2 oz. 49 V 3334..$1.98

11½-In. "DOPEY" 95c

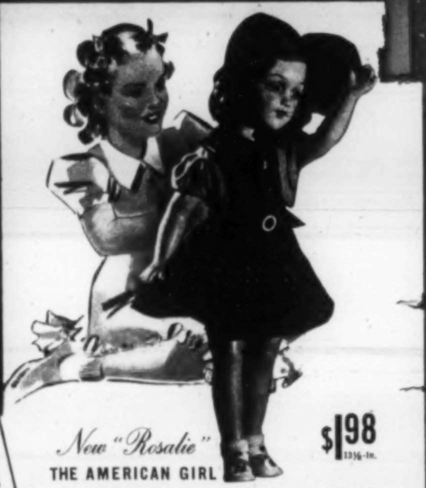
Composition turning head; stuffed body. Hat with name. Smock. Long pants. Cloth bands and feet. Painted features. Shpg. wt., 8 oz. 49 V 3580 ....95c

New! LOVELY CINDERELLA

• Flirting, Sleeping Eyes $2⁹⁸

A queen in ankle length, lustrous, celanese rayon satin. Brilliant coronet, human hair ringlets, long lashes. 13½ in. tall. Composition turning head, inside jointed legs and arms. Slip, undies, socks, silver color snap shoes.

49 V 3371—Shpg. wt. 1 lb. 8 oz. $2.98



New "Rosalie"

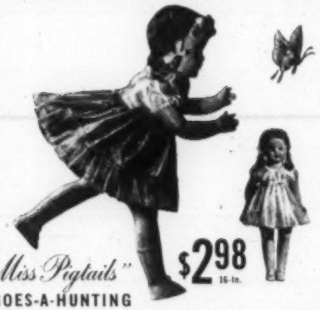
$1⁹⁸ 13½-In.

THE AMERICAN GIRL

• Beautiful Go-To-Sleep Eyes. • Turning Tilting Head

The New gorgeous teen-age doll that has captured the heart of every one. She's slender, chic, and natural—a perfect symbol of this streamlined age. Inside washer jointed arms and legs, long, slim and graceful with sparkling, glass-like eyes, real lashes. Dressed to the minute in dotted, pleated, flared organdy dress with bolero, artificial leather belt; cotton duvetyn poke bonnet with ribbon chin strap, white undies; roll top rayon socks; white snap buckle, artificial leather shoes.

49 V 3360—13½-In. Mohair Wig. Shpg. wt., 1 lb. 4 oz.....**$1.98**
49 V 3361—18-In. Real Human Hair. Shpg. wt., 1 lb. 8 oz..**2.98**
79 V 3363—24-In. Real Human Hair. Shpg. wt., 3 lbs......**4.98**



$2⁹⁸ 16-In.

"Miss Pigtails"

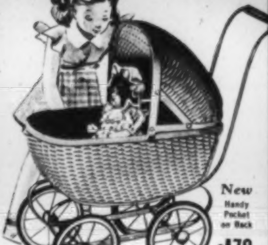
GOES-A-HUNTING

• Glass-like eyes. • Human hair pigtails. • Turning head

Rascal—yes, but what a cute one! Pigtails tied up at the sides with real ribbon. Adorably dressed in lustrous celanese rayon taffeta; long bodice style, puffed sleeves. Soft cotton body. Wig securely sewed on. Real lashes, dainty mouth. Full composition tied legs; inside jointed (the better way) arms; voice; cute undies, rayon socks, snap buckle shoes. Little beauties in dainty pink ensembles.

49 V 3081—16-In. Size Shpg. wt., 2 lbs........**$2.98**
79 V 3082—24-In. Size Shpg. wt., 4 lbs. 4 oz.....**$4.98**

OTHER FINE DOLLS IN SEARS BIG CATALOG

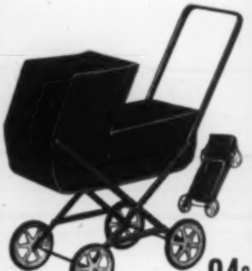


$\$1^{79}$

FIRST WITH POCKET UNDER $2.00

$2.50 Value. Now reduced. **Holds 18-inch Doll.** Pocket in back for Dolly's bottle, etc. Narrow flat fiber, with metal bindings. Body, 16x8 in. Adjustable hood. 6-in. rubber tired wheels. 23½-in. handle. Enameled tan. Doll not included.

79 V 8122—Mailable. Shpg. wt., 7 lbs. . **$1.79**

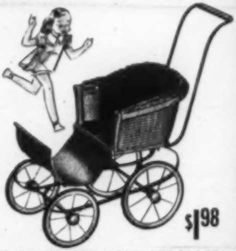


94c

NEW FOLDING DOLL CARRIAGE

A bargain at $1.50! Holds 19-inch doll. Tan colored cloth. Enameled steel frame. Folds or unfolds. Body, 18x8½x5½ inches deep. 24½-inch handle. Artillery, 4¾-inch wheels. ⅝-inch tires.

79 V 8110—Mailable. Shpg. wt., 5 lbs. . . . **94c**

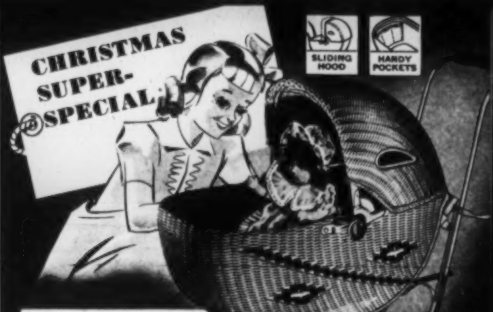


$\$1^{98}$

$2.50 VALUE TOY DOLL STROLLER

For all size dolls. Join the "Easter Parade" and stroll down the avenue in style, closely woven tan fiber. Back rolled around top. 8½x7-in. seat. Rubber tired. 6-inch front and 7-inch rear wheels. Steel foot rest. 22¼-inch handle.

79 V 8113—Mailable. Shpg. wt., 7 lbs. **$1.98**



DELUXE CARRIAGE

$\$4^{79}$ →

- **Usual $6.50 Value**
- **3 pocket compartment for Dolly's playthings, etc.**
- **Reclining back.**
- **Built of new half oval fiber.**
- **Woven-in design in side.**
- **Adjustable hood with the latest design tear drop windows.**
- **Handbrake for parking.**

Put Dolly in this beautiful woven-in design baby carriage, 21½x10½ in. **Will hold 24-inch doll.** Knobs for adjusting the hood. 7½-in. artillery type wood wheels. ⅝-in. tires; shiny hub caps. 26-in. handle. Doll not included. **Mailable.** Shpg. wt., 15 lbs.

79V8125—Two-Tone Tan. . **$4.79**

79V8126—New Cadet Blue. **4.79**

SPECIAL OFFER

$\$2^{89}$ →

- **Doll buggy worth $4.00 alone.**
- **Colorful doll house, size 21x19½x12 inches.**

An extra large buggy, 25⅝ in. high, body 19 in. long, of strong, flat narrow fiber, with colorful design. **Holds 21-inch doll.** Reclining back, adjustable hood. Enameled in tan. 7-in. strong wire wheels, ⅝-in. tires. 25-in. handle. Buggy packed in doll house carton of heavy corrugated fiber board with doors cut to open and close. Nothing to cut or glue. **Mailable.** Shipping weight, 10 pounds.

79 V 8123—Doll Buggy and House Complete **$2.89**

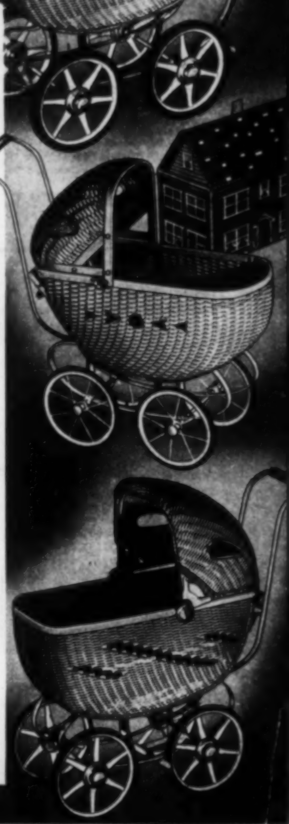
HOLDS 21-IN. DOLL

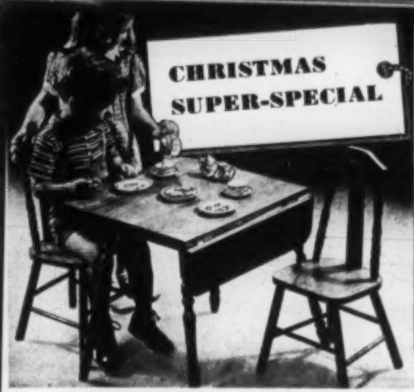
$\$3^{98}$ →

- **New, narrow, half-oval fiber.**
- **Artillery, wood spoke wheels.**
- **Reclining back, and adjustable puff roll hood.**
- **Convenient foot brake.**

Save $1.50 on this beauty. Body, 19½x10 in. Handle, 25 in. Colorful woven-in design. Tear drop windows, shiny hub caps, 7-in. wheels, ½-in. rubber tires. Enameled in beige and ivory. **Mailable.** Shpg. wt., 13 lbs.

79 V 8124 . . . . **$3.98**



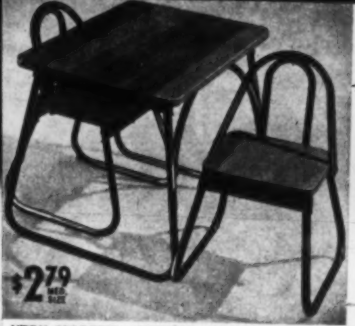


$5 VALUE EARLY AMERICAN SET

$3.79

"Tea for two or three." Just too charming for words. And so well made with the ever-appealing Early American maple finish. Quaint worn-edge design. Hardwood throughout. Table top, 20x25 in., 20 in. high. Chair seats, 10x10 in.; height, overall, 21 in. **Mailable.**

79 V 8546—Table and Two Chairs. Shpg. wt., 20 lbs. **$3.79**



VERY MODERN—STRONG—BIG SAVINGS, TOO

⅝-in. tubular steel enameled frames; non-rusting cadmium plated bolts. Hardwood chair seats and table top maple finished. **Mailable.**

Medium Size

Large table top, 20x15 in., 17 in. high. Chair seats, 9½x8½ in. Shpg. wt., 20 lbs.

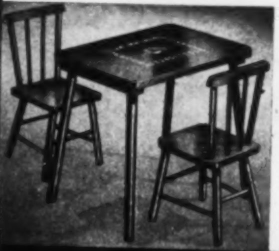
79 V 8576—3-Pc. Set $2.79

Large Size (as shown)

Extra large table top, 24x18 in. 19¼ in. high. Chair seats, 11¼x10 in. Shpg. wt., 25 lbs.

79 V 8577—3-Pc. Set... $4.48

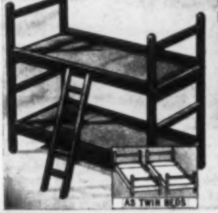
"Let's Keep House"



BARGAIN OUTFIT SAVE OVER ¼!

$1.79 A gift that will thrill. Yet because we buy in thousands early, you'll save at least ¼. Splendidly constructed 3-piece set finished in green enamel with clever stencil on table top. 19x13-in. table top, stands 17 in. high. Two chairs have 7⅝x8½-in. seats; height, overall, 18 in. Shipping wt., 9 lbs. **Mailable.**

79 V 8552
Table and Two Chairs.......$1.79

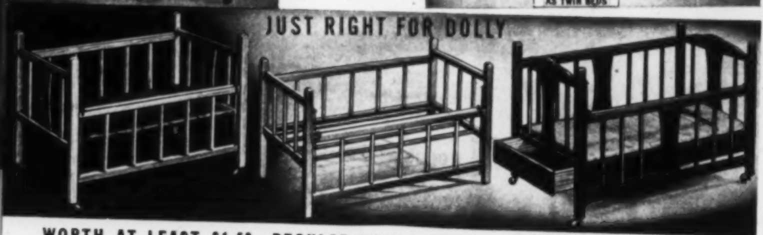


DOUBLE DECKER—BRAND NEW FUN

$1.00 Walk your dollies up 14-in. ladder to bed! Easily made into double deck bunks or twin beds. 21¾x11½ in. 19½ in. high as double decker. Two 1-pc. mattress-pillow bottoms. Maple finish. Shpg. wt., 6 lbs. **Mailable.**

79 V 7933
Complete Outfit.....$1.00

JUST RIGHT FOR DOLLY



WORTH AT LEAST $1.50

98c

- **Complete with real 1-pc. mattress-pillow bottom, solid comfort for Dolly.**

28 inches long, 14½ in. wide, 19 in. high. Drop-side—it's easy to tuck Dolly in. Beautiful panel in each end. Hardwood with ivory enamel finish. Swivel casters on legs. **Mailable.**

79 V 7931—Shpg. wt., 7 lbs....**98c**

REGULAR $1.00 BASSINET

59c

- **It is unusually large! Drop side slides high enough so Dolly won't fall out.**

24-in. long, 11¾ in. wide, 14 in. high. Metal furniture glide on each leg. Nice smooth wood finished with light green enamel. It'll be fun making sheets and comforters for this bassinet. **Mailable.**

79 V 7930—Shpg. wt., 4 lbs......**59c**

NEW $3.00 DROP SIDE CRIB

$1.98

- **Now with roomy, sliding drawer, full length of crib.** • **1-piece mattress-pillow combination.**

New 3-ply wood panel in each end. Legs have **swivel casters.** 30 inches long overall, 15¼ inches wide, 19 inches high. Hardwood in maple finish. Use drawer for Dolly's nighties, etc. **Mailable.** Shipping weight, 12 lbs.

79 V 7932—Complete Outfit.......$1.98

Big
$1.00
Value

SEARS 6-Piece "DIRT CHASER" OUTFIT

79¢

"Let's help keep the house clean!" says Mother's little helper. It's practical, instructive and will keep her occupied for hours at a time. Just her size, too! (1) **Toy Kenmore vacuum cleaner,** revolving brush, sateen bag. (2) **24-inch new wringer style wet mop,** twist metal grip to wring; strands held in steel grip wood handle. (3) **11-in. cotton yarn duster.** (4) **32-in. broom-corn broom,** enameled wood handle. (5) **New style enameled steel dust pan,** long handle. (6) **Handy colored print cotton apron.** Shipping weight, 4 pounds.

79 V 6498—6-Piece Cleaning Set **79c**

Say 4 to 10 Year Olds

SEWING KIT

98¢

7 pieces. Lots of fun making 6 dresses included for Dolly. Improved machine, 8x7½ in. Thread; clamp. Made in Germany. Shpg. wt., 1 lb. 12 oz.

49 V 2005 .... **98c**

"AMERICAN GIRL"

$3.89

Built in large machine factory. Sews chain stitch. 7¾x6½ in. Baked-on enamel. Nickel plated trim. Clamp. Shipping wt., 3 lbs. 8 oz.

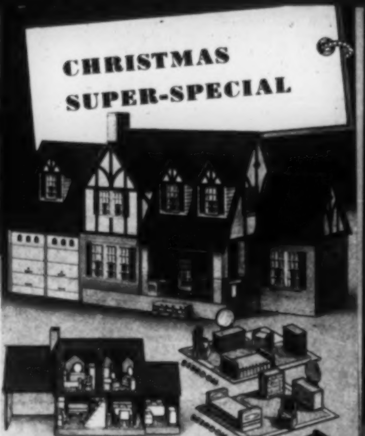
49 V 2004 . $3.89

REAL ELECTRIC

$1.98

110-volt A. C. motor with speed regulator actually runs machine. 8-in. steel base. Black. Nickel plated trim. Thread, clamp. Shipping wt., 3 lbs. 12 oz.

49 V 2002 . $1.98

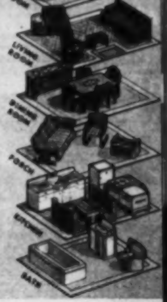


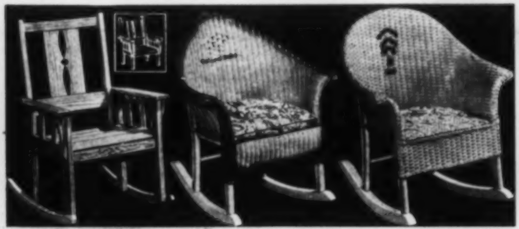
NEW! 7 ROOMS 63 PIECES 69¢

Doll House 31¼ x 16½ x12 in.
Built to sell for $1.25

A little girl's dream come true! Inviting red brick and stucco effect walls, green tile effect roof. Windows with green blinds. Stairway and fireplace. Heavy wood pulpboard (stronger than cardboard). Easy to assemble, no cutting, pasting, nails or screws. Brightly colored furniture, 8-pc. living room, 5-pc. dining room; 3-pc. kitchen; two, 6-pc. bedrooms; 3-pc. bathroom, 3-pc. breakfast nook, 3-pc. front porch, lamps, pictures, etc. Open back so you can arrange furniture the way you want. Shipping weight, 3 pounds 12 ounces.

49 V 2133 .... **69c**





SOLID OAK ROCKER

$1.00

Shaped arms. Width 15¾ inches. Ht., 23¾ inches. Nicely varnished. Easily assembled. Shpg. wt., 7 lbs.

79 V 8509 .... **$1.00**

Oak Chair (as above). Ht., 23 in. Shpg. wt., 6 lbs.

79 V 8510 .... **93c**

WORTH $1.00 MORE

$2.98

Deluxe round fiber rocker. Rolled peaked back with interwoven design. Arms and back flared. Height, 21½ inches. Removable cushion seat. Light two-tone tan enamel. Shipping weight, 9 lbs.

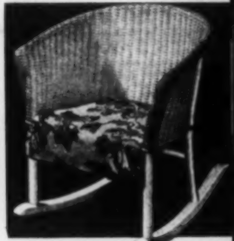
79 V 8543 .... **$2.98**

$3 VALUE ROCKER

$1.98

Woven flat fiber; round back. Nicely flared arms and back. Trimmed edges. Hardwood frame. Ht., 21 in. Cretonne padded, 12¼x10½ in. seat. Tan enameled. Shpg. wt., 7 lbs.

79 V 8542 .... **$1.98**



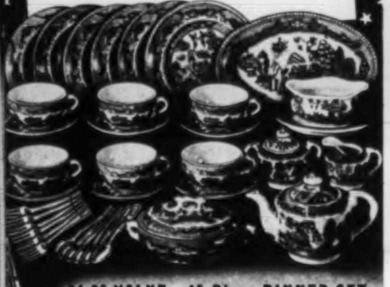
YOU SAVE ABOUT ½

$1.00

Usual $2.00 value. Little folks'll love this new, closely woven, flat, narrow, fiber rocker. Pastel enamel finish. Colorful cretonne padded seat. 11½x10½ in. Hardwood frame. Ht., 17¾ in.

79 V 8540—Shpg. wt., 6 lbs. **$1.00**

CHRISTMAS SUPER-SPECIAL

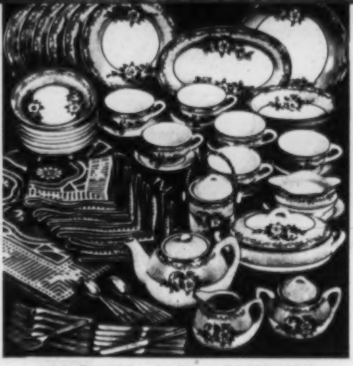


$1.25 VALUE—45-Piece DINNER SET

79c

An extra special bargain! Just like mother's! Not only a tea set, but a complete dinner service for 6; 27 pieces of blue willow ware china and 18 pieces of aluminum cutlery. 5¼-in. casserole, 4⅝-in. gravy boat, 6-in. platter, 6 4⅜-in. plates, 6 3⅝-in. saucers, 6 2⅝-in. cups, 5¼-in. teapot, sugar, creamer, and 6 4½-in. knives, 6 spoons and 6 forks, 4 in. long.

49 V 1654—Made in Japan. Shpg. wt., 3 lbs. 14 oz. . 79c

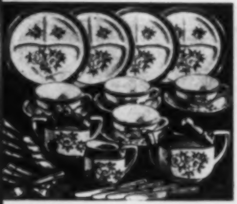


OUR FINEST—62-Piece PARTY SET

$1.59

China set alone usually sells for $2.00, but you get a tablecloth, 6 napkins and cutlery besides. Finest quality imported China, similar to famous Dresden pattern. Set table with 25-in. square cotton crepe cloth and six napkins of attractive design. Service includes: 6⅝-in. casserole; 5-in. sauce boat; 6½-in. platter; 6 5-in. plates; 6 3⅝-in. saucers; 6 2⅝-in. cups, open handle; 6 4⅝-in. sauce dishes; 6-in. cake plate; 5⅝-in. vegetable dish, 3⅝-in. cookie jar with handle; 5½-in. teapot, sugar and creamer and 18-pc. aluminum cutlery set, 6 4½-in. knives; 6 4-in. forks and spoons.

49 V 1656—Made in Japan. Shpg. wt., 8 lbs. $1.59

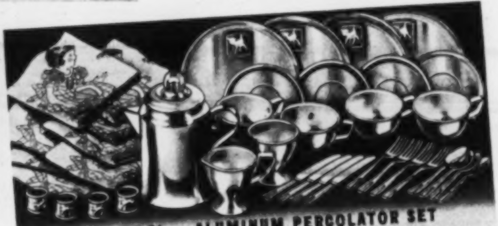


GRILLE SET WITH CUTLERY

49c

A 75c Value! 29 pieces; service for four. Fancy grille plates, two-tone luster dishes. Floral decoration. 4 partition grille plates, 4¼-in. diam., 4 cups and saucers, covered teapot, covered sugar and creamer, 4 knives, forks and spoons. Made in Japan.

49 V 1671—Shpg. wt., 3 lbs. 8 oz. . 49c

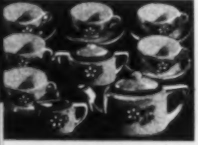


New 41-Piece ALUMINUM PERCOLATOR SET

69c

30% Saving on This Special Bargain Value! The latest thing for the little miss in pretty gift box. Little Miss Hostess certainly can take care of her guests with this very practical and attractive set. She can invite her friends to her house for a "coffee or tea party" and serve from this attractive and bright aluminum set. Rustproof, unbreakable, durable aluminum. 41 pieces made up of 4⅝-inch red banded, 3-piece percolator with red handle and glass bowl top. Four, 4¼-inch plates, 4 cups and saucers. Footed sugar and creamer. Four, 4¼-inch knives, 4 forks and spoons. Four napkin rings and eight paper napkins.

49 V 1879—Shipping weight, 1 pound. . 69c

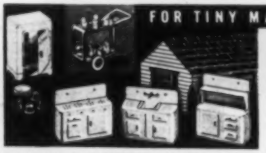


17-PC. CHINA TEA SET

Unheard of at this low price! Tan body, ivory trim. Floral decoration. 4⅝-in. teapot. Sugar and creamer, 6 cups, 6 saucers in proportion. Made in Japan. Shipping weight, 1 pound 10 ounces

49 V 1664 . . . . 21c

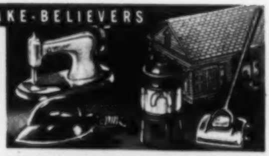
FOR TINY MAKE-BELIEVERS



KEEP THE LITTLE GIRLS BUSY

Carton doll house. **Double deck tea wagon,** 5½x3⅝x3½ in. wide. Utensils, 6 cups, 6 saucers, sugar bowl, coffee pot, pitcher. **Metal Refrigerator,** 4½x3¼x2½ in. deep. Utensils. **Metal Kitchen Cabinet,** sink, stove, about 4x4¼ in. each. So realistic! They look like those in your own house.

49 V 2106—Shipping weight, 3 lbs. Set . . . 79c

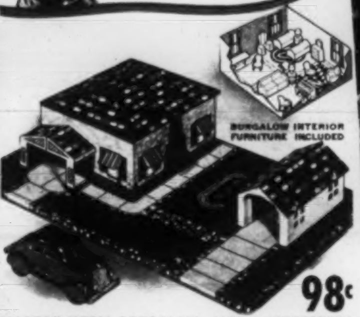


SPECIAL PLAY SET FOR KIDDIES

Just play pieces. Perfectly safe. 6¼-in. dummy electric iron, with cord, stand. **Play sewing machine,** 9½x5 in. high. 4½-in. **washing machine.** Handle operates paddle. **Carpet sweeper,** 4½x2⅝x1 in. 8½-in. handle. **Doll house box,** furnished in assorted designs. Shipping weight, 3 pounds.

49 V 2107—**New Play Set** 79c

Good Cooks Start Young

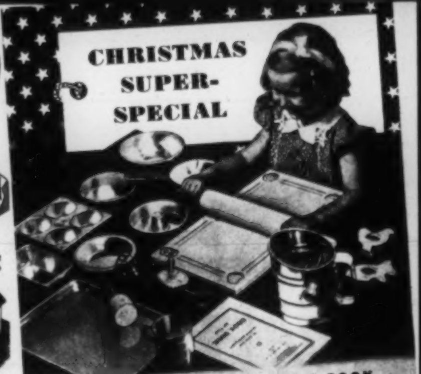


98¢

MODERN METAL BUNGALOW—14 Pieces FURNITURE

The last word! All set up on metal base, 17x11 in. 4 room house with colorful awnings and arched doorway. Removable roof. Nicely furnished with sofa, 2 tables, lamp, 3 arm chairs, easy chair, 2 beds, table, vanity table, chest, piano. Garage, 5½x3¼x2½-in. Auto.

49 V 2148—Shipping weight, 3 pounds 3 ounces..................**98c**



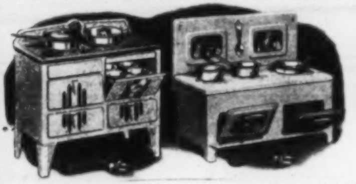
17-Piece BAKE SET WITH COOK BOOK

59¢

Usual $1.00 Value. "Mmm!" What "goodies" you can make with this big 17-pc. set! Follow recipes in Little Cook Book; you'll have cake, muffins, biscuits just as delicious as mama's. Set includes: 1-cup size, revolving flour sifter; graduated measuring cup; 10-in. wood bread board with red design around edges; 10-in. rolling pin; real egg beater; cookie sheet; 4-cup muffin pan, 4 in. square; tube cake, layer cake, bread and frying pans; pie tin, a real mixing bowl to fit the flour sifter; potato masher and 3 cookie cutters in proportion.

49 V 1959—Shipping weight, 2 pounds 2 ounces..............**59c**

LATEST ELECTRIC STOVES—UTENSILS INCLUDED



USUAL $2.50 VALUE

$1.79

3 real burners. Hinged door oven; heat indicator. Dummy clock on panel. Steel, white enamel finish. 10¾x10-in. cord, plug for 110 A. C. Recipes. Approved. Shpg. wt., 3 lbs. 8 oz.

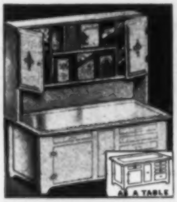
49 V 2083............**$1.79**

ORPHAN ANNIE STYLE

98¢

6 utensils. Frying, sauce and stew pans. Mixing spoons, pie tin. Steel stove has 3 burners; 2 hinged, handled oven doors. Cord, plug for 110-volt A.C. Size 9½x8½ in. Approved. Shpg. wt., 4 lbs. 8 oz.

49 V 2079................**98c**

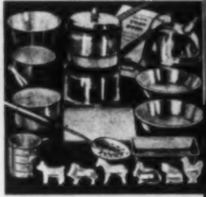


STEEL KITCHEN CABINET

89¢

2-in-1; cabinet or table. Slip top off for white enameled top kitchen table, 14 in. wide. Cabinet ivory finish, 13½ in. high. 4 compartments, 2 with hinged doors. Play packages. Shpg. wt., 5 lbs.

79 V 2069..................**89c**

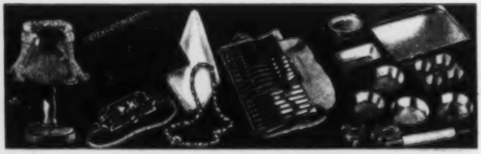


20-Piece COOKING SET

79¢

$1.00 Value. Whistling 3¾-in. tea kettle. Cookie sheet, 4¼x3½ in. 3-pc. double boiler. Pudding, fry and sauce pans, 6 cookie cutters, mixing bowl, etc. Cook book. Shpg. wt., 1 lb. 1 oz.

49 V 1870................**79c**



TOY LAMP

Uses house current. 6½ in. high. Wood base. Bulb for 120-volt A.C. Pleated shade. Cord, plug. Shpg. wt., 8 oz.

49 V 2104. **45c**

PURSE OUTFIT

Won't she be stylish! Purse, wristwatch, necklace, and hankie with kiddies' pictures. Assorted styles. Shpg. wt., 6 oz.

49 V 6418.. **25c**

CUTLERY SET

13 pcs. 4¾-in. knife; forks, spoons, ladle, in proportion. (Germany.) Shpg. wts., 8 oz.

49 V 1956....**39c**

19 pcs., oilcloth roll.

49 V 1960....**59c**

TOY BAKE SET

Bargain! 7¼-in. metal cookie sheet and 11 other handy little pieces. Shipping weight, 1 lb. 2 oz.

49 V 1964.. **25c**

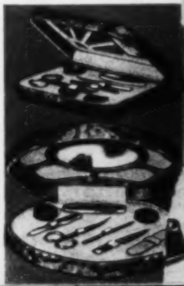
TOY MANICURE SETS

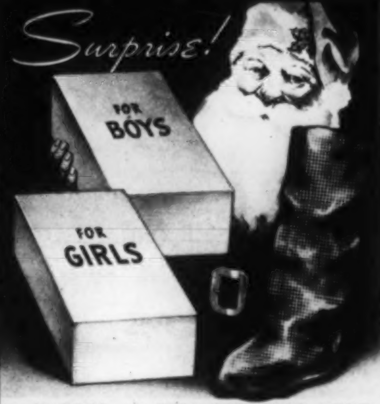
Low Priced. 7 pcs. 5¾-in. case, lid mirror, scissors, file, buffer, empty powder box; sandpaper, cuticle sticks. (Germany.) Shpg. wt., 6 oz.

49 V 6406. **25c**

9 Pc. Deluxe. Lid mirror. Emery board, scissors, file, tweezers, cuticle stick, buffer, 2 empty powder boxes. (Germany.) Shpg. wt., 1 lb.

49 V 6407. **59c**





16 TOYS—A REAL TREASURE HUNT

$1.00

Easily worth twice Sears price! "Gobs" of swell toys with big 29-inch red netting stocking to fill. Just think of the surprise and joy it will give youngsters—to find this big present under the Christmas tree. And it's so inexpensive, too, that Mom and Dad will easily be able to afford it. For Boys or Girls. Shpg. wt., each, 6 lbs.

FOR BOYS

Konkrete Bild-M-Up Blocks, alone worth $1.00. Crayons and pictures to color. Boy's watch. Magic stick and at least 12 others . . . but to mention them would spoil the fun. Empty stocking.

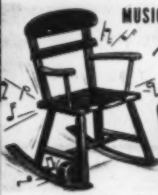
49V7003—Big Value. $1.00

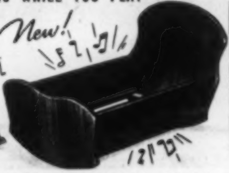
FOR GIRLS

12-inch stuffed cloth dolly. China tea set. Magic picture book. Girl's wrist watch. Magnetic fish pond game, and at least 11 others, that we can't tell about, to surprise you. Empty stocking.

49V7004—Real Buy . . $1.00

MUSIC WHILE YOU PLAY





$5.00 MAPLE ROCKER

$3.98

"Sings" a little tune while "Mama" rocks Dolly to sleep. No winding—just rock and automatic music box plays a soothing melody. Smoothly sanded and beautifully varnished natural finish. Height, overall, 24 in. Shaped seat, 12x13 in., 12 in. from floor, just the right height. **Mailable.** Shipping weight, 12 pounds.

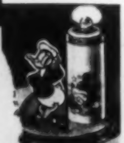
79 V 8524 . . . . $3.98

$4.00 MAPLE CRIB

$2.98

When Dolly grows sleepy put her to bed in this crib. Just wind up strong spring motor in attached music box and lull her to sleep with a soft pleasing tune. Size, 23x12¼x13⅝ in. high. Smoothly sanded and beautifully varnished natural finish. **Mailable.** Shipping weight, 8 pounds.

79 V 7924 . . . . $2.98

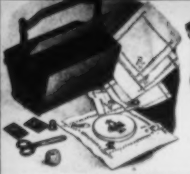


DONALD DUCK KIDDIE-LITE

25c Brand new little battery lamp that will tickle youngsters. They'll love to have it in their room as an ornament and as a practical little light, too.

Popular Donald Duck character design, streamlined all metal candle and base, beautifully and brightly colored to please the kiddies. Complete with battery and bulb. About 4 inches high. Shipping weight, 5 ounces.

49 V 2124—New Kiddie-Lite 25c

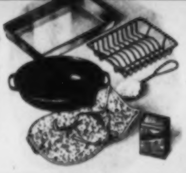


11-PC. SEWING SET

47c

New! A real sewing cabinet of Masonite, 10½x9½x7 in. All the needs of a little dressmaker. 2 packages of needles, scissors, thimble, thread, wooden hoop, 5 pcs. of cloth for embroidery. Shpg. wt., 1 lb. 8 oz.

49 V 3853 . . . . 47c

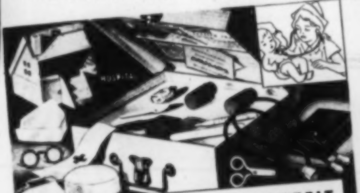


DISH WASHING SET

89c

Six new toy pieces. No dirty dishes about the house. Dishpan, 9¼x7¼x2⅛ in. deep, one drainer, 8x6-in. tinned metal pan, 11x7-in. Dish mop with wire handle. Can of cleanser. White apron with color binding. Shpg. wt., 3 lbs.

49 V 1701 . . . . 89c



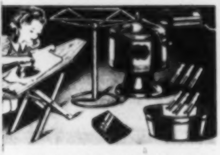
NEW! 26-PC. MEDICAL OUTFIT

95c

Case makes hospital. Stethoscope; operating cap, mask, spectacles. Nurse's cap, arm band; bandage, cotton, scissors, spoon, tongue depressor, nursing bottle, play thermometer; 2 bottles, candy pills; diploma, chart, quarantine sign, three record sheets, etc.

49 V 3827—Doctor book included. Shpg. wt., 2 lbs. . 95c

More Toy Bargains in Big Catalog

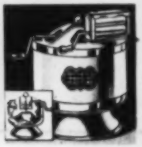


NEW IMPROVED LAUNDRY SET

98c

8-pc. set. 8⅝-in. suction cup washing machine alone worth 59c. Wringer; enameled wash tub; revolving drier; 6 wood clothespins. 12-in. ironing board; iron. La France wash powder.

79 V 1713—Shpg. wt., 4 lbs 98c

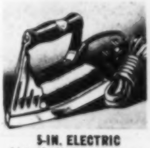


REALLY WASHES

89c

11¼-in. Rotating vacuum plunger type cups. Adjustable, rubber wringer. Shpg. wt., 3 lbs. 8 oz.

49 V 1710 . . . . 89c

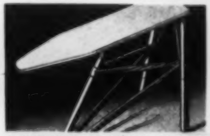


5-IN. ELECTRIC

89c

Listed by Underwriters for 110-volt A. C. or D. C. Nickel plated guard. Cord, plug. Shipping weight, 2 pounds 3 ounces.

49 V 1796 . . . . 89c



IMPROVED IRONING BOARD

$1.00

Like Mother's new one! 3-legged. Will hold adult of 150 pounds. Folds compactly. Ironing surface, 33⅝ in. long, 9 in. wide, 22 in. from floor. Clear wood. Shipping weight, 6 pounds.

79 V 1780 . . . . $1.00

REAL VALUE ROAD CONSTRUCTION SET

Everything you need to play "road construction." **Steam shovel Truck and trailer 24 in. long.** Swivel steam shovel cab mounted on truck chassis. Turn crank to raise or lower shovel which automatically unloads into steel trailer. Truck 22½ in. long, shovel extended. 9½ in. to top of boom. Sturdy steel, baked-on enamel finish. Shipping weight, 5 pounds. **$1.00**

49 V 6142..........$1.00

RECORD LOW PRICE STREAMLINED LOCO

At $1.39, any "Ride and Steer" Loco was a big value. Now every youngster can own one for nearly 30% less. It's the latest Comm. Vanderbilt style streamline design. Strong enough to hold grown-ups. Baked-on enamel finish heavy gauge auto fender steel—23 inches long. Height, to top of handle, 10¼ in. Steel wheels. Glorious fun for any youngster to ride it. Shipping weight, 7 pounds. **$1.00**

79 V 6148..........$1.00

CHRISTMAS SUPER-SPECIAL

SUAL $1.50 VALUE DUMP, RIDER TRUCK $1.00

• New Streamline design • Colorful baked-on enamel • Body actually dumps • Tailgate opens • 21 inches long

Sturdy little legs will make this dump truck scoot along. When they are tired, Mama can take the steel handle and pull 'em around. 9¼ in. to top of seat. Removable, shaped seat.

79 V 6135—Shipping weight, 7 pounds..............$1.00

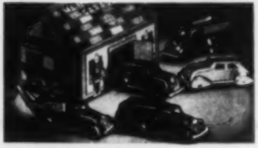
TO WIND, PUSH LEVER DOWN
New!

LOCO-MOTOR WITH BELL

• Mystery power plant • Easy wind motor • Extra large, 17¾ in. long

Smallest tots can operate; simply press down lever in cab and let go. No key, no battery, no winding! Pull cord to ring bell. Brilliantly colored metal. **89¢**

49V5788—Mystery Loco-Motor. Shpg. wt., 2 lbs........



PLAY GARAGE MAN . . . 5 CARS!

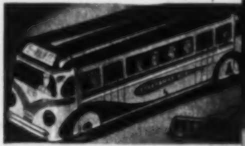
3 steel cars, key wind motors; 2 without motor. Wrecking car tows two motorless steel Chryslers. Mechanical dump, tank truck. Box forms garage, 7⅝x4¾x5 in. high. Cars average, 4x1½x1⅜ in. high. **57¢**

49 V 5773—Shpg. wt., 1 lb. 8 oz........57¢

MYSTERY SANDY DOG

2-way motor. Any little tot can work it. Press down tail or push back—away he goes rolling his wood ball between his paws. Colored metal; 8½ in. long. Carton sets up as dog house. **39¢**

49 V 5838—Shpg. wt., 1 lb........39¢



NEW MYSTERY SPEEDWAY BUS

Smart streamlined bus. Easy to operate. Simply press down on back of roof—bus speeds away for long distance. No battery, no key, no winding. Beautifully colored. 14 in. long, 4¾ in. high. **42¢**

49V5731—Shpg. wt., 1 lb. 8 oz........42¢

17-INCH COUPE AND TRAILER

Miniature Lincoln Zephyr coupe with modern trailer. Powerful steel spring motor sends them away at a merry clip. 9⅝-in. coupe of heavy gauge metal. Detachable 8-in. trailer, modern design. **49¢**

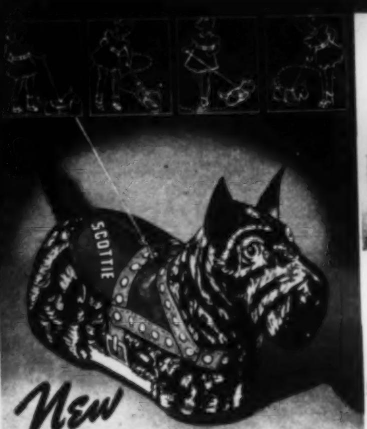
49 V 5724—Shipping weight, 1 lb. 10 oz..........49¢

EACH TRAILER IS DETACHABLE

BIG 41½-INCH 5-UNIT TRUCK AND TRAILER

About 20 pieces. Modern truck, detachable ice trailer with dummy ice, ice tongs; baggage trailer with hand truck and trunk; market trailer with dummy food boxes; milk trailer with dummy milk bottles. Colorful, lasting enamel steel finish. Trailers average 6¼x3⅝x3¼ in. high. **98¢**

79 V 6139—Shipping weight, 6 pounds..............98¢



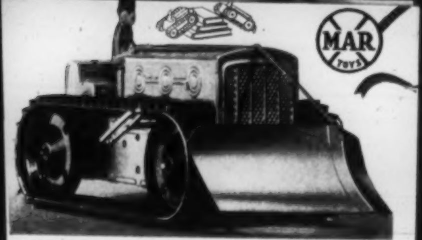
New

ACTS LIKE A LIVE "SCOTTIE"

89c

Toy sensation of 1938! Just wind up powerful clock work motor, take hold of leash and develop skill in guiding "Scottie" in any direction you wish. Wags tail as he walks. Rubber ears and tail, no sharp points to scratch little hands. Sturdy metal, finished in lifelike color. 12½ in. long, 3½ in. wide, 6½ in. high. Just about the size of a real Scottie Dog.

49 V 5754—Shipping weight, 2 pounds.............. 89c

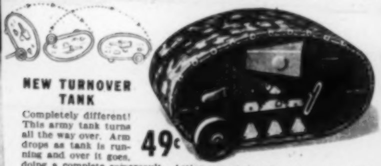


SUPER-POWER GIANT CLIMBING TRACTOR

$1.59

Heavy loads, steep grades, obstacles won't stop this go getting bright, aluminum finish Bulldog Tractor, with its new detachable V-shaped plow. Wind powerful clockwork motor and watch it plow through snow, sand or mud. Brake, 1-in. sure-grip rubber treads. With plow attached 13 inches long, 5 inches wide, 6 inches high. (Hook for attaching other toys such as a trailer, a plow, etc.)

49 V 5771—Shipping weight, 2 pounds 6 ounces.............. $1.59

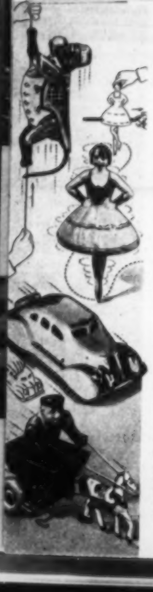


NEW TURNOVER TANK

49c

Completely different! This army tank turns all the way over. Arm drops as tank is running and over it goes, doing a complete somersault. Action repeated as long as toy is wound. Strong clock spring motor. 7⅞ inches long, 4¼ inches high. Strong steel finished in military colors giving camouflaged effect.

49 V 5723—Shipping weight, 1 pound 4 ounces.................. 49c



"ZIPPO" CLIMBS

25c Hands and feet moving, he climbs up 38-in. string when pulled taut. Release tension, down he comes. Sturdy steel, brightly colored. 10x4 in. Shpg. wt., 10 oz.

49 V 5704... 25c

BALLET DANCER

25c She whirls about in a fascinating dance. Pull out ratchet rod and watch her toe-dance. Beautifully colored and finished. 5¾ in. tall. Shpg. wt., 10 oz.

49 V 5709.. 25c

MYSTERY TAXI

25c Press down rear of car, away it goes. Motor so easy to wind tots can operate. Enameled, streamlined steel. 9¾ in. long. Shpg. wt., 1 lb. 6 oz.

49 V 5703.. 25c

MAN AND CART

25c How that horse travels when wound up! Strong metal cart and horse measures 7¼ in. long. 5¼ in. high with celluloid man holding reins. Shpg. wt., 10 oz.

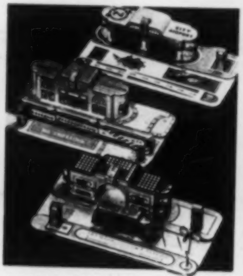
49 V 5707... 25c

SPARKLING ARMY PLANE

49c

Watch the barrage of sparks from the 2 machine guns mounted on wings—Stage a thrilling aerial combat with this new huge streamlined metal plane, decorated in army colors. 13½ in. long. Amazing wing spread of 18 in. Wind strong spring motor and watch it travel speedily straight ahead on any flat surface. Streamlined.

49 V 5720—Shipping wt., 1 lb. 4 oz..... 49c



COMPLETE TRAVEL OUTFIT

89c

Union Station. Miniature streamline train, crossing gate operated by handle, dummy warning signal. **Airport:** hangar, 2 small plane, dummy gas pump. **Bus Terminal:** bus, dummy gas pump; stop-and-go-signal operated by handle. Sturdy metal, gaily colored. Buildings with base average 12x6⅝x3¼ in. high.

49 V 5741—Shipping wt., 3 lbs........ 89c

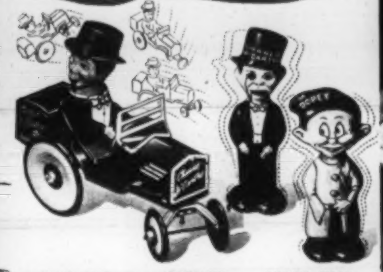
HERE COMES SKEETER BUG

47c

Tricky as a flea! Fun galore! **Unique, amusing action.** Wind up the strong spring motor and let 'er go forward, skidding in a wide circle all over the place just like you see in carnivals—it's a thrill to watch it. Two figures in the seat. A soft rubber bumper all around the automobile protects the furniture from being scratched. Size over all, 9⅝x5x4 inches high. Beautifully colored metal.

49 V 5841—Shipping weight, 1 lb. 8 oz........ 47c

See 'Em Go!



CHARLIE'S TRICK AUTO

49¢

There he goes! Forward, backward, around in circles, turning his head and bouncing up and down as he rides. Young and old will enjoy his antics. Key-wind motor. Colored metal. 7⅛x3x6½ in. Shipping weight, 1 lb.

49 V 5721....49¢

LIFELIKE McCARTHY

25¢

Authentic Charlie shuffles along in full dress, top hat and monocle, all the while moving his mouth as if talking to Bergen. Heavy spring motor. Colored metal. 8 in. tall. Shipping weight, 8 oz.

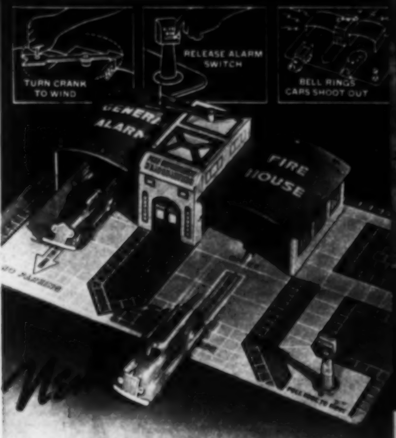
49 V 5702...25¢

BRAND NEW TOY DOPEY

25¢

Kiddies will love this realistic 8-in. figure of Dopey, the most popular of the Seven Dwarfs. As he shuffles along his eyes move up and down. Brightly colored metal. Shpg. wt., 8 oz.

49 V 5711...25¢

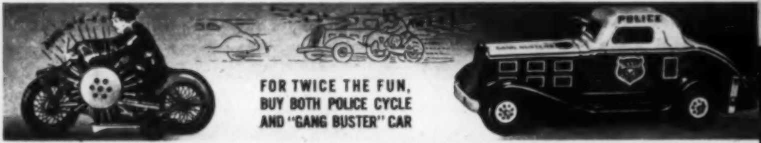


LOOK OUT FOR THE FIRE CARS

94¢

Clang! Clang! Here they come! Roaring down the runway. Just wind the weather vane, place 4-inch cars in position, trip release lever and out they go while alarm bell rings furiously. Chief comes first followed by Fire Patrol. Handsomely decorated steel building and base, 16½x10½x4⅝ inches. Strong motor. Directions included. Shipping weight, 3 lbs. 8 oz.

49 V 5748—Complete Outfit....................94¢



FOR TWICE THE FUN, BUY BOTH POLICE CYCLE AND "GANG BUSTER" CAR

MOUNTED COP ON SIREN MOTORCYCLE

Wind the clock spring motor and watch him roar down the highway after the gangsters with his siren shrieking. Strong metal construction, bright colors. 8½x2½x5¾ in. high. For more thrills get this and Gang Buster's car shown at right.

49 V 5722—Shipping weight, 1 pound 6 ounces.........**57¢**

GANG BUSTER'S CAR WITH MACHINE GUN

The chase is on! Gang Buster has bead on his quarry. Look at the gun spitting a stream of sparks! Hear the roar! New 14½-inch steel car in appropriate colors. Clock work motor can't be overwound. Has brake for quick stops. Size, over all, 14½x5¼x5 inches.

49 V 5847—Shipping weight, 3 pounds..................**98¢**

DRUMMER BOY!

53¢

"Drummer Boy, Drummer boy, where are you going?" Boom! Boom! Away he goes beating his drum as he walks along. Long action clock spring motor. 8 in. long, 3 in. wide, 7½ in. high. Sturdy metal, bright colors. Lots of action. Fun for young and old. Shipping weight, 1 pound.

49 V 5758............53¢

SKY BIRD PILOT

79¢

Price cut 18%! Plane rises on its own power, circles 'round colorful, 9-in., metal tower, then lands. Zeppelin is balance. Plane runs on floor. Cross bar, 23 in. Plane wing span, 7 in. Shpg. wt., 2 lbs.

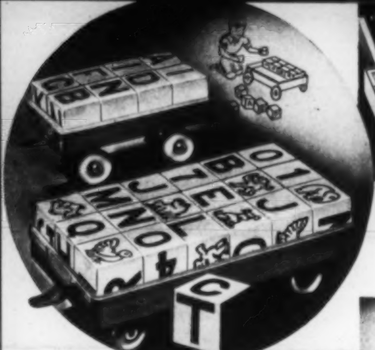
49 V 5851............79¢

LATEST! FERDINAND THE BULL!

59¢

Flower-loving Ferdinand on his way to the farm is stung by a bee. He charges madly and whisks his tail, but it's no use. Wind-up spring motor. Metal bull, 5½x4 in. Steel wagon, 11x3⅝x5¼ in. over all, pulls easily.

49 V 5759—Shipping weight, 2 lbs..............



New! SAFE RUBBER WAGON AND RUBBER BLOCKS

43¢ And Up

Mothers! Can you picture a nicer toy for baby than this nice red rubber wagon, 8¾ in. long with white wheels (just the color baby likes)! **Soft—unbreakable**—Chock full of sponge rubber blocks, 18 in all, 1¾ in. square. Embossed with all the letters of the alphabet, figures from 1 to 9 and 9 animals. Here's a harmless toy of unlimited play value that will keep Baby occupied for hours. May be boiled and sterilized; won't harm furniture.

49 V 4402—Shipping weight, 1 lb. 8 oz. . . . . **89¢**

Same as above but wagon 6¾ in. long with 8 blocks.

49 V 4401—Shipping weight, 9 ounces . . . . **43¢**

MORE GIFT TOYS FOR BABY IN SEARS BIG FALL CATALOG

Ⓐ POPEYE FAMILY

Tots can make 'em. String wood figures on elastic.

49V3852–Shpg. wt., 12 oz **47¢**

Ⓑ 4½-Inch "DOPEY"

Snow White's favorite dwarf. Colorful solid rubber.

49V4408–Shpg. wt., 8 oz. **43¢**

FRENCH PHONE

Lift receiver, Mickey pops up. Dial number, bell rings. Red enameled. 8⅜ in. Shpg. wt., 1 lb. 9 oz.

49 V 2457 . . . . **49¢**

"KIDDIKINS" SET

Youngsters can make 25 unusually colorful comic wood figures and animals. Instructions. Shpg. wt., 1 lb.

49 V 4789 . . . . **89¢**

30 MICKEY BLOCKS

39¢

Halsam 1⁵⁄₁₆-in. safety blocks. Rounded corners, edges. Embossed Mickey Mouse characters. Printed alphabet pictures. Non-poisonous colors. Shipping weight, 1 lb. 10 oz.

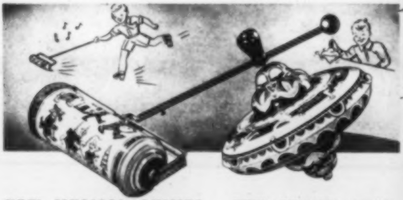
49 V 3678 . . . . **39¢**

90-Piece TOTS' SET

89¢

Six kindergarten activities. Fun, education. Beads for stringing, blocks for building. Cart with hammer pegs. 3 other sets teach colors. Non-poisonous. Shipping weight, 2 lbs. 6 oz.

49 V 3679 . . . . **89¢**



NEW MUSICAL CHIMES

20¢

20 in. long overall, 9½ in. wide. Baby'll love this toy with its tinkling music and flashy color so appealing to his eye. Push or pull it along . . . hear the chimes. Colorful nursery scenes on metal. Three Little Pigs, Pussy Cat, Clowns, etc., almost all of your favorites. Shipping weight, 12 oz.

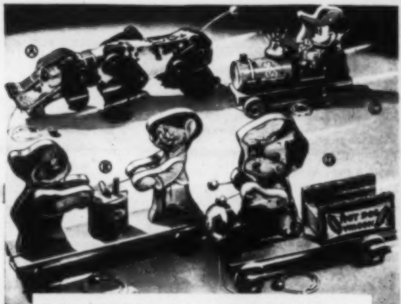
49 V 2420 . . . . **20¢**

NEW MUSICAL TOPS

25¢ 7-in.

Pull knob on plunger, push down; listen to 'er play. Musical chord sound as she spins. All kinds of children's favorite characters in action. Built of bright, colorful, sturdy metal.

7-In. Size	9-In. Size
Shpg. wt., 12 oz.	Shpg. wt., 1 lb. 4 oz.
49V2390 . . . **25¢**	**49V2391** . . . **47¢**



Ⓐ NEW SNOOPY SNIFFER

This loose-jointed, splay-footed little dog wags his tail, lets out a loud "woof" as you pull him along. 16½ in. long, 5½ in. high, 6 in. wide. Shipping weight, 2 lbs.

49 V 5480 . . . . **89¢**

Ⓑ NEW DOC AND DOPEY

Two of the famous 7, having a time pounding the drum. Plenty of sound, action, color! 12 in. long, 8½ in. high. Shpg. wt., 1 lb. 4 oz.

49 V 5483 . . . . **47¢**

Ⓒ M. MOUSE CHOO-CHOO

For little toddlers! When pulled, Mickey rings the bell on engine with great gusto. Vividly colored. Mounted on wood base, 8½ in. long, 7 in. high. Shpg. wt., 12 oz.

49 V 5481 . . . . **25¢**

Ⓓ NEW HOT DOG WAGON

"Come and get it"—is what the little chef wants you to do as he rings dinner bell with arms. 10x12 in. long. Shpg. wt., 1 lb. 4 oz.

49 V 5482 . . . . **47¢**

CUDDLY BEAR

So soft, Baby'll love him. Daintily dressed, 13-in. cotton stuffed. Moving eyes. Ribbon tie. Squeaker voice. Shpg. wt., 8 oz.

49V4310 59c

HONEY BEAR

7½ in. tall. Short pile rayon plush. Embroidered nose, mouth. Glass eyes. Bell on ribbon tie. Made in Japan. Shpg. wt., 8 oz.

49V4345 25c

LOW PRICED

Cute little Scotty with squeaker voice Black rayon pile plush, 8¼ in. long, 6 in. high. Imitation red leather collar with buckle. Glass eyes. Made in Japan. Shpg. wt., 10 oz.

49V4010 25c

WIRE HAIRED

Pert and "snippy." Black, brown and white rayon plush. 10 in. long, 6 in. high. Imitation red leather collar, buckle; glass eyes, voice, turning head, neck ribbon. Shpg. wt., 1 lb.

49V4012 95c

Just like
ZOO PETS!

FAMOUS BABY PANDA

98c
12-in.

Just like the famous "pet" of millions. Black and white medium long pile rayon plush. Soft stuffed. Inside jointed head, arms and legs move easily. Glass eyes. Embroidered nose and mouth. Squeaker voice.

49 V 4344—12-Inch. Shpg. wt., 12 oz. 98c

49 V 4347—16-Inch. Shpg. wt., 1 lb. $1.69

FLIRTY EYE BEAR

$1.39
13¾-in.

Deluxe at new low prices. He'll make "goo-goo" eyes; he'll growl, stand, sit. Golden brown wool pile plush. Moving head, arms, legs. Black, embroidered nose, mouth, claws and feet. Made in Germany.

49 V 4342—13¾ Inch. Shpg. wt., 1 lb. ... $1.39

49 V 4343—15¾ Inch. Shpg. wt., 1 lb. 8 oz. $2.39

FULL-JOINTED BEAR

98c

Exceptional value. **15 in. tall.** He's just full of pep—can swing his arms and legs around or turn his head. Twinkling, glass eyes securely fastened. Cute ribbon around neck and tricky little squeaker voice. Soft, stuffed body. Brown medium pile rayon plush. Made in Germany. Shpg. wt., 12 oz.

49 V 4346 .... 98c

HIGH BOUNCE

Inflated. 3½ inches in diameter. Bright, mottled colors; permanent, harmless. Big value! Shipping weight, 4 ounces.

49V4410.. 10c

SNOW WHITE

Inflated rubber ball in attractive colors. Snow White on one side. Dopey on the other. 5-in. diam. Shipping wt., 14 oz.

49V4411.. 20c

TWO DESIGNS

NEW! One design embossed on ball, other overprinted in gleaming colors. 6-in. diam. Inflated. Shipping weight. 1 pound.

49V4412.. 25c

POPULAR 3-Piece BABY SET

29c

Baby will love to bat the roly poly around; and the two rattles—music to his little ears. Non-poisonous, celluloid, 4-inch mouse Roly Poly, 5-inch mouse rattle with rubber teething ring as handle. 5-inch steady doll rattle with voice. All attractively colored to please Baby's "critical" eye. Shipping wt., 4 ounces.

49 V 4435 .... 29c

BABY FEEDING SET

43c

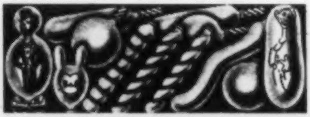
4 Pieces. High luster ivory colored china, with children figures. Contrasting border. Mug, 2⅝ inches. Bowl, 5½-inch diameter, 2 inches deep. Soup dish, 5½ inches wide, 1¼ inches deep. Plate, 6⅛ inches. Made in Japan. Shipping weight, 2 pounds 8 ounces.

49 V 4440 .... 43c

BEAR ROLY POLY

Rattles merrily when rocked. About 6 in. tall. 3 in. diameter. Brightly colored in assorted designs. Weighted bottom. Shpg. wt., 1 lb. 3 oz.

49 V 4448..... 25c



12 BIG VALUE, LARGE COLORFUL TOY BALLOONS

19c
For 12

4 with stem squawkers. Toss tumbling dummy in the air, he lands on cardboard feet; inflates to 20 in. Mickey Mouse with big ears, inflates to 11 in. high. Dopey inflates to 13 in. high. Range in size from 7 in. diam. to 30 in. long when inflated. Other assorted round and long, airship and fancy serpentine shapes.

49 V 6409—**12 Balloons.** Shipping weight, 3 ounces .. 19c

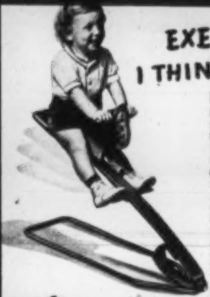
STREAMLINER
FOR TINY TOTS

REALISTIC 11-inch TRAIN

25c

Miniature mechanical streamliner train so appealing to tiny toddlers. 3 units of lightweight metal colored to please baby no end. Wind up motor, watch it race on floor. Shipping weight, 7 ounces.

49 V 5774 .... 25c



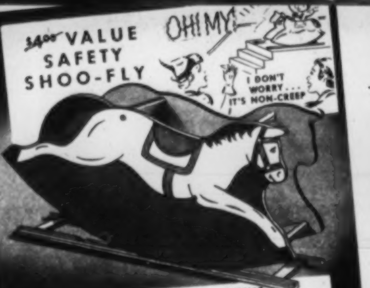
EXERCISE? I THINK IT'S FUN

RIDE TO HEALTH

$2.59

Save 25% on this ideal muscle builder. For **kiddies up to 80 lbs.** Shaped wood seat. 1⅝-inch spring steel frame. Safe—nothing to pinch fingers. Adjustable foot rest. Green enameled, 1-piece steel base, 34½ inches long, will not upset. Wooden horse's head and 13½x6-in. seat nicely enameled. Height overall, 25 inches. Shipping weight, 15 pounds. **Mailable.**

79 V 7510........**$2.59**


OH! MY!
I DON'T WORRY... IT'S NON-CREEP

~~$4.00~~ VALUE SAFETY SHOO-FLY

MOTHER! HERE'S GOOD NEWS

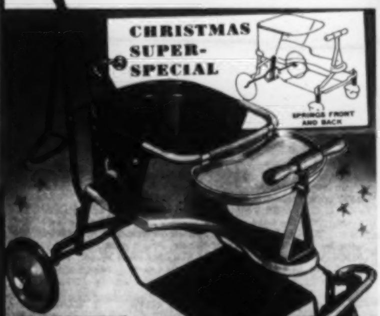
$2.49

A shoo-fly that cannot creep or upset. It "stays put" on the special patented slotted track. Rocks gently on spring—helps to develop back and leg muscles. Toy tray. Easy to carry. Plywood sides, 32 in. long. Colorful. **Mailable.**

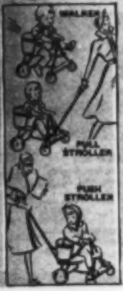
79 V 7567—Shipping weight, 11 lbs...........**$2.49**

Low Priced Shoo-fly

79 V 7551—Similar to above, without track. Shipping weight, 10 pounds. **Mailable**..................**$1.89**



CHRISTMAS SUPER-SPECIAL



$1.98

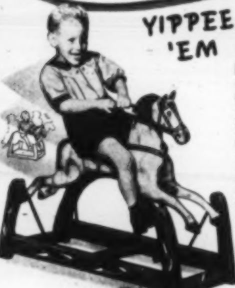
LOW COST FLOATING COMFORT

Built to Sell for $4.00

First low priced baby stroller with new spring action on front and rear wheels. Takes pressure off mother's grip. Extra wide, 16½ in., to prevent tipping. Extra large, too, 40 in. overall. **Handle height, 34½ in.** Roller bearing. 5¼-in. steel rear wheels, ½-in. rubber tires. Folding handle. Removable steel footrest, shaped wood seat. Enameled steel toy tray. Washable enamel finish. **Mailable.**

79 V 7525—Shpg. wt 13 lbs...**$1.98**

"We love to Ride,"



YIPPEE! - RIDE 'EM COWBOY

LIKE REAL PONY

$7.98

Regular $10.95 value. Realistic, dapple gray hardwood horse. Mane and tail; imitation leather bridle and saddle. Red nostrils, black hoofs. Metal stirrups. Web reins. Hardwood stand, braced and bolted. Size, overall, 33½ in. Saddle, 18½ in. above floor. Rides on tubular steel frame, fastened to steel swing rods. **Unmailable.** Shpg. wt., 30 lbs.

79 VM 7589.....**$7.98**

ROCK-A-BYE BABY

NEW HORSIE ROCKER

73¢

Bargain even at $1.00. Will not tip. With wood seat, 17½-inches long. New back rest. Extended foot rest. Smooth sanded wood, ivory and black enameled. **Mailable.** Shipping weight, 5 lbs.

79 V 7511...............**73¢**

RING
TINKLE
RING
TINKLE
RING

WHOA-HORSIE

28-Inch STICK HORSE

39¢

What fun the young ones have on this musical horse. As they scoot along, chimes ring out merrily and little legs grow sturdier every minute! Chimes on enameled metal spoke wheels, 5 in. in diameter. Both sides of horse's head decorated. Overall, 28⅝ in. long. Easy to assemble. Shpg. wt., 1 lb. 13 oz.

49 V 6414...............**39¢**

HAS FEATURES OF BIG BIKES
1-PIECE FRAME
FENDERETTE FRONT FORK

$1.95

SAVE $1.00 ON STREAMLINED FIRST BIKE

Just the right size for little tots. Velocipede type front wheel. Height over-all, 18 inches. Seat to lowest pedal measures 14 inches. Heavy stamped 1-piece steel frame. Back of frame forms mounting platform over rear axle. Frame enameled red, handlebar and wheels light ivory color. Rubber hand grips. Streamlined rubber pedals. 10-inch spoke type front wheel, 6-inch rear wheels. ⅝-inch rubber tires.

79 V 8643—Mailable. Shpg. wt., 11 lbs. . . . **$1.95**

TOTS' FIRST WAGON

89¢

Built like a regular wagon . . . not just a pull toy. 21x10½-inch steel body, 3 inches deep with rolled edge, no sharp corners to cut tiny fingers. Black enameled heavy steel bolsters, undergearing, and tubular tongue, "D" shape grip. Red enameled body. 4½-in. double disc steel wheels. ½-in. rubber tires. Shpg. wt., 7 lbs.

79 V 7637
Mailable. 89c

Say Toddlers

CHRISTMAS SUPER-SPECIAL

Regular $1.50 Features

95¢

LARGE, STRONG, SAFE, COMFORTABLE

- Tots' bike that will hold up to 300 lbs. (see sketch).
- Extra wide construction, 16¼ inches, to prevent tipping.
- Comfortable saddle shaped seat just like a velocipede.
- Rubber pedals and grips, kind to little feet and hands.
- Smooth, rounded edge, steel frame, no sharp corners.

You can't buy a more practical, more healthful toy for a growing toddler. Just place him on the seat, put his feet on the pedals and start him along—he'll soon be pedaling like a veteran. Size, 22¾-in. overall; leg reach, seat to lower pedal, 13 in. Frame of 20-gauge, red enameled steel, beavertail back, stamped out step plates. 8-in. front wheel; ½-in. rubber tires.

79 V 8376—Shipping weight, 9 pounds. Mailable. 95c

GET ALONG BIG BEAR

PLUSH TEDDY BEAR

$3.98

Ride him or pull him like a wagon. Double fun for little tots. 19 inches long, 13½ inches high overall. Seat height, 12½ inches. Brown rayon pile plush, hard stuffed. Legs reinforced with steel. Leather studded collar and strap. Mounted on steel frame, 4 rubber tired wheels. Stands plenty of wear. Shpg. wt., 8 lbs.

79 V 4350. . . . . . . $3.98

GIDDYAP HORSIE

TOTS'LL LOVE HIM

79¢

Artificial leather reins. Holds up to 200 lbs. Solid wood. Bright lacquer finish. 16 in. high. Shaped seat 11 in. from floor. Shpg. wt., 3 lbs. 5 oz.

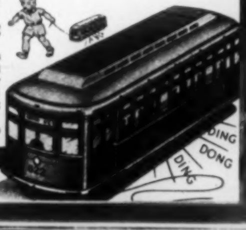
79 V 5477 . . . . . . 79c

STREET RAILWAY

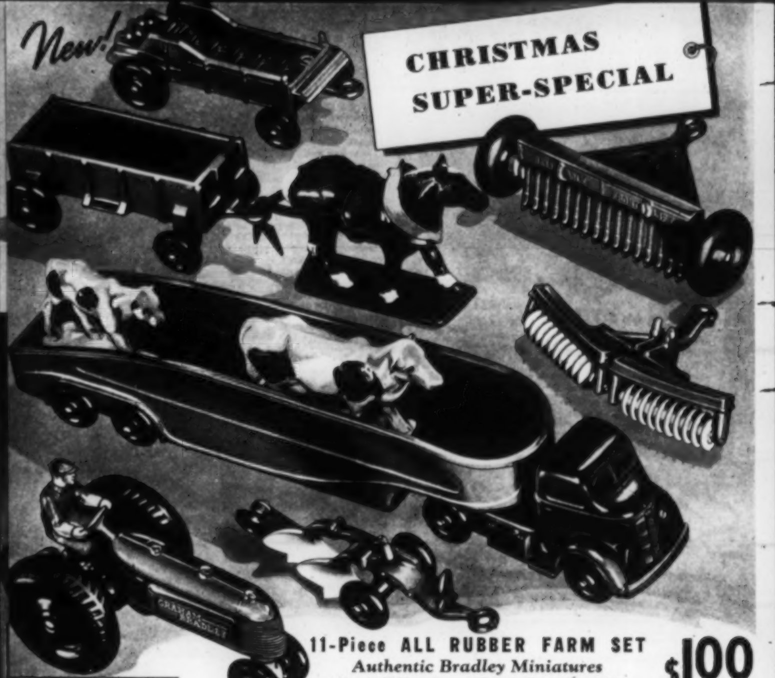
42¢

Ding! Dong! Here comes Sunny Andy to delight tots up to 3 because loud bell rings constantly as car is pulled along. Sturdy metal, very brightly colored. Size, 13½x4x4½ in. high. Shipping weight, 1 pound 8 ounces.

49 V 6129. . . . . 42c



MORE BABY TOYS IN SEARS BIG CATALOG

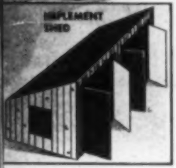


11-Piece ALL RUBBER FARM SET

Authentic Bradley Miniatures

$1.00
11 Pieces

- **Usual $1.50 value.**
- **Practically unbreakable.**
- **Safe, Washable, and kind to the furniture.**
- **Farm pieces move on easy rolling rubber wheels.**

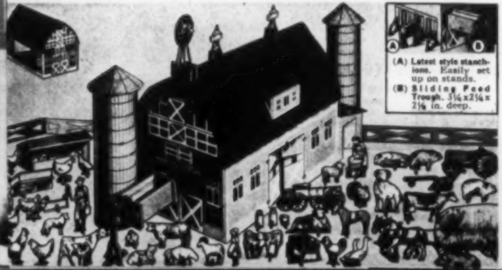


The toy sensation that meets everyone's approval. Youngsters are crazy about them because they can be hooked up in many ways—there's no end to the variety. And Dad and Mom just love them because they are so safe, and actually teach. They are built just like the famous Sears Bradley Farm Implements, This new, bigger 1938 set is full of surprises, a whole year of fun. Just look at this assortment:

- **Graham Bradley Tractor**
- **New 11-inch Transport**
- **Manure Spreader**
- **Farm Wagon**
- **Grain Drill**
- **Disc Harrow**
- **Horse and Harness**
- **Holstein Cow and Calf**
- **Double Gang Plow**

Tractor 4⅜x2⅛x2⅞ inches. Others in proportion.

Set up the attractive colored carton they are packed in. It makes an ideal implement and tractor shed.
49 V 6457—Shipping weight, 3 pounds.. **$1.00**



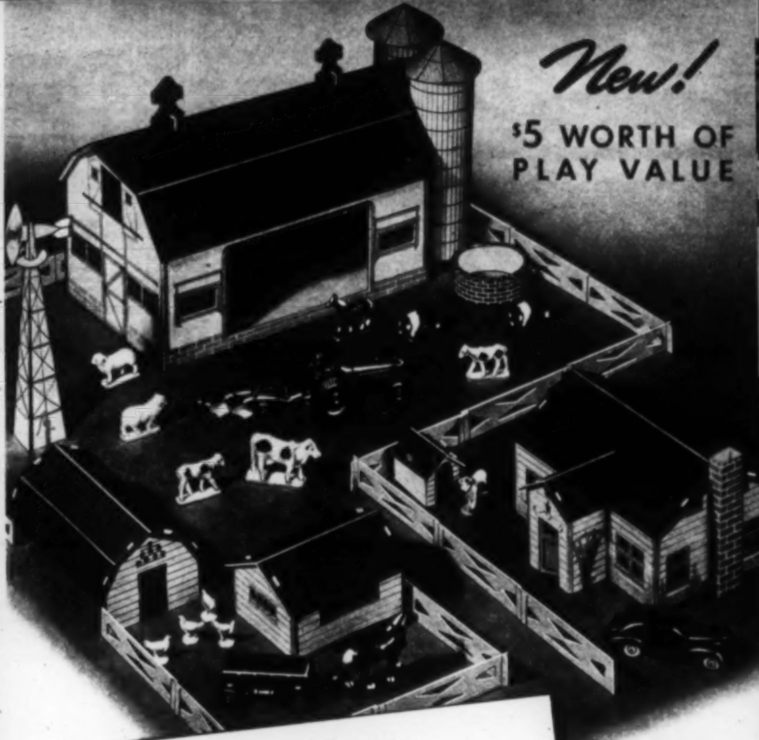
(A) Latest style stanchions. Easily set up on stands.
(B) Sliding Feed Trough. 3¼x2¼x2⅛ in. deep.

64-Piece COLORFUL STOCK FARM

98c

A bargain stock farm that cannot be duplicated! 3-ply wood center fiber lined board barn, people, animals, farm buildings. More flexible than wood, the red, black and white colors on it look much brighter.

Large, set up Barn with green, gothic style roof. Size, 16¼x14¾ inches high to top of windmill—8¾ inches wide. **Heavy wood ends and bottom.** Stanchions, tool shed, big feed conveyor. 44 practically unbreakable, printed on both sides, true-to-shape people, animals, farm pieces, with stands. 10 pcs. (about 6 feet) cardboard fence. Two cardboard silos. Shipping weight, 7 pounds.
79 V 6453.. **98c**



CHRISTMAS SUPER-SPECIAL

$1.98

FIRST STOCK FARM WITH *Life-Like Rubber* ANIMALS—IMPLEMENTS

YES, IT'S REAL QUALITY. THE COMPLETE FARM YOU'VE DREAMED ABOUT BUT NEVER THOUGHT POSSIBLE. JUST PICTURE—FOR THE FIRST TIME:

All Toys of Rubber

19 life-like animals, tractor and implements, all of unbreakable, sanitary washable, molded rubber. Shaped in proper detail. No corners to scratch tiny fingers or furniture. Implements roll easily on rubber wheels! **Farm Wagon—Graham Bradley Tractor—Sedan—Plow—Horse with Harness,** about 4½ in. long—**Holstein Cow,** 3⅝x2½ in. with **2 calves—2 pigs—Colt—Dog—2 sheep—4 chickens.** All in proportion. All naturally colored.

All Buildings of Tekwood

The new flexible 3-ply wood center, fiber lined board, painted in realistic colors.

Big Setup Barn, with 3-ply wood ends and bottom, 16⅝x9x9⅝ in., white sides, red hip roof. One side has large opening. Other has cutout windows and door. Concrete block effect foundation. Inside back wall, green and black. Small ramp for tractor.

Farmer's House, 10⅝x7⅝x6⅝ in., in white with red roof, green trim; large front entrance, open back, cutout windows; chimney.

Dog House, 3⅛x2⅝ in., to match house. One end open, other has cutout door.

Cattle Shed, to match, 8¹¹⁄₁₆x5⅝ in. One side open. 3 small cut-out windows.

Tool Shed, 6⅝x5⅝ in., one side open.

Plus These Accessories of Cardboard: **Water Trough,** 1⅝x3⅜ in.; **Two Silos,** 11⅛x2⅝ in.; **Windmill,** 12⅛ in. high; **Two Ventilators;** 15 pcs. green **Fence.**

79 V 6454 Nothing like it has ever been offered at any price. Children will live the life of a modern farmer and gain valuable knowledge. For additional pieces, buy set shown on other page.—Shipping wt., 7 lbs. 4 oz. **$1.98**

69¢ 8 Keys

Real Values

BABY GRAND CHIME TONE PIANOS

Better quality at cheap piano prices! Hammer and key action. Varnished ink cabinets. 3 sturdy wood legs. Tone adjustment screws. Numbered white and black keys. Made in Japan.

8-Key Piano 9⅛x7¼ in. Shpg. wt., 3 lbs. 6 oz. 49 V 2430 ..69c

12-Key Piano 11⅛x9½ in. Shpg. wt., 4 lbs. 6 oz. 49V2431....98c

18-Key Piano 14⅝x14½ in. Shpg. wt., 5 lbs. 8 oz. 49 V 2439.. $1.98

8-Key PIANO TYPE

8-in.; 16 notes, 2 are bass. **$1.19** Full tone. Nickeled grille. Hand straps. Made in Germany. Shpg. wt., 1 lb. 6 oz.
49V2365 $1.19

BIG BARGAIN

8 treble keys, 16 notes. **69c** Well tuned. Colorful. 10x4½ inches closed. (Germany). Shpg. wt., 1 lb. 2 oz.
49V2361..69c

10-Key PIANO TYPE

10-in.; 20 notes, 4 are bass. **$1.98** Full tone. Nickeled grille. Hand straps. Made in Germany. Shpg. wt., 2 lbs. 6 oz.
49V2366 $1.98

Strike up the Band!

TOY VIOLIN

19¼ in. long. Metal. 17-in. bow; rosin. 2 gut, 2 wire strings. (Czechoslovakia.)
49 V 2335 **79c**
Shpg. wt., 1 lb. 12 oz.

10-KEY CORNET

16½ in. long. Really plays! Valve type keys. Orchestra style. (Czechoslovakia.)
49 V 2395 **79c**
Shpg. wt., 1 lb. 6 oz.

TROMBONE

8 notes. 28½ in. long. Accurate tone. (Czechoslovakia.)
49 V 2317 **89c**
Shpg. wt., 1 lb. 7 oz.

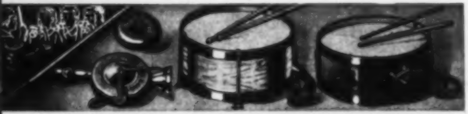
SAXOPHONES

Sturdy gold color metal. **59¢** 10-Note Leather padded keys, hygienic wood mouthpieces. Accurately tuned reeds. Sheet music included. Made in Czechoslovakia.

23-In. 20-Note Sax
10 Keys. 2 chord call and recall bass notes. Shoulder cord. Scroll design on side of 4⅛ in. bell. Shpg. wt., 1 lb. 12 oz.
49 V 2487.........$1.79

19¾-In. 10-Key Sax
Nickel plated leather padded keys, 2 of them bass. Shpg. wt., 1 lb. 6 oz.
49 V 2477...........98c

14½-In. 10-Key Sax
10 Notes. Shpg. wt., 14 oz.
49 V 2479........... 59c



COMPLETE BAND

Play the "One Man Band" with drum, bell and kazoo. Popeye's Pipe, Wimpy's Humberger. 12-in. baton. Shpg. wt., 1 lb.
49 V 2304......**42c**

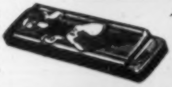
12-INCH SNARE

Drum, calfskin heads. Oak shell. Metal rims. 5 tension rods. 3 inside snares; sticks, web sling. Shpg. wt., 3 lbs.
79 V 2499..**$1.98**

11-INCH DRUM

Fabric heads. 5 tension rods. Shpg. wts., 2 lbs.
79 V 2497......**42c**
11-In. drum. 1 skin, 1 cloth head; sticks.
79 V 2494......**89c**

HARMONICA



Popeye's favorite. 20 brass reeds. 4½ in. long. (Germany.) Shpg. wt., 4 oz.
49 V 2478.**21c**

NEW MELODY PIANO PLAYER

Like player pianos. Size, 7¼x6¾x6¾ in. Crank wind. "Star Spangled Banner" roll included.
49V2440—Shpg. wt., 2 lbs. 12 oz. **$1.79**

Choice of Two Extra Rolls
Old Kentucky Home—Sidewalks of N. Y.—Irish Eyes Are Smiling—Silent Night. **State titles.**
49 V 2448—Shpg. wt., 4 oz...... **2 for 21c**

NEW XYLOPHONE

Actually will play simple tunes. Professional style, on stand. 13⅜x6x6 in. 10 tubular metal keys. 2 hammers, song sheet. Shipping weight, 1 pound 8 ounces.
49 V 2444 ......**89c**

MERRY-GO-ROUND

Press lever; it whirls around—music plays! Horse stopping nearest arrow is winner. 5 metal horses, riders. 9x12 in. high. Shipping wt., 3 lbs.
49 V 2442......**89c**

CATHEDRAL ORGAN

Turning crank handle brings forth beautiful chord organ tones. 9¼x7¼x4¾ inches. Metal cabinet attractively decorated. Shipping weight, 2 lbs. 14 oz.
49 V 2443 ....**94c**

THE FOUR LATEST GAMES

Autobridge
Crossword Lexicon
PUT
RAISED
PAID
EXCITING
END
Dale Carnegie Game
How to Win Friends and Influence People

BRAND NEW AUTOBRIDGE

Let Ely Culbertson teach you contract bridge with Autobridge. Reasons for every bid and play—your mistakes corrected. Playing board, 2 deal sheets. **Postpaid.** **98¢**

49 V 250—Autobridge Jr. .... **98¢**
49 V 251—Autobridge **$1.98**

Deal Sheets—36 HANDS (Postpaid)
49 V 252—For Beginners .... **98¢**
49 V 253—Advanced Beginners .. **98¢**

ROYAL JACKS

Jacks go modern. Includes 9 Jacks: 2 clubs, 2 diamonds, 2 hearts, 2 spades, 1 royal crown jack; each counts different score. Plastic material in colors. Sponge rubber ball. Shipping weight, 8 ounces. **21¢**

49 V 153 .... **21¢**

CROSSWORD LEXICON

Latest card game craze. Thrills for whole family. You can play solitaire, or use 2 sets for your Lexicon party. 54 sturdy, 2x2⅛-in. cards; rules included. Keep several decks on hand. **Postpaid.** **50¢**

49 V 149 .... **50¢**

Double Pack Edition—2 Decks
49 V 190—Postpaid .. **$1.00**

DALE CARNEGIE GAME

Learn "How to Win Friends and Influence People" while having fun. Develop poise—popularity. Talk about yourself and help players with friendly criticism. Colored board 18½x18½ in., dice, cards, pad, pawns, timing bell, rules. For 3 to 8 players. Shipping wt., 2 lbs. 8 oz. **$1.79**

49 V 129 .... **$1.79**

FOR MOM AND DAD, TOO

PINCH
HITTER
CARNIVAL

FAMOUS PINCH HITTER

Shoot one of 9 marbles on diamond—spring motor is set in motion—disc revolves, marble goes around bases for a homer, single, walk, or sometimes you strike out. Pockets for balls, strikes, outs. Non-warping Masonite base; colorful metal, 23⅜x12 inches. **$1.98**

79 V 241—Shpg. wt., 7 lbs.. **$1.98**

NEW! 2-in-1 CARNIVAL

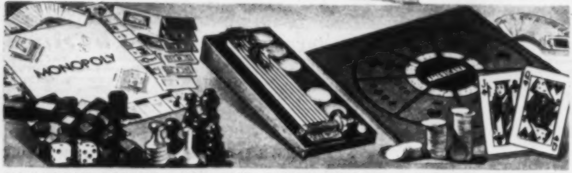
All the thrills of Bagatelle, Pin Games and Skill Ball. Shoot the ball and watch it hop right into the pocket—or maybe you didn't make it. Non-warping base; nickeled rim. Riveted pins will not come out. Size, 24x12 inches. 7 marbles. **94¢**

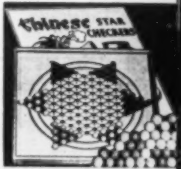
79 V 140—Shpg. wt., 4 lbs.... **94¢**

NEW 100-GAME DELUXE RICOCHET

Additional 2 cues, 2 guns and 4 darts for pool and target games! Try a new game each night. Fine for the whole family or parties. Play crokinole, checkers, tenpins, horse race, auto race, lotto, target games, pool and many more. Board, 24x24 in. Made of unbreakable, unwarping masonite. Nickel plated metal rim. The game comes with equipment consisting of: rings, top, 2 dice, 10 tenpins, 2 cue sticks, 2 guns, 4 darts, rule book for 100 games. Shipping weight, 6 pounds. **$1.98**

79 V 128—100-Game Ricochet **$1.98**





MONOPOLY—PRICED LOW!

Build houses, buy railroads, rent property, etc. 2 to 7 players. Shpg. wt., 2 lbs **$1.69**

49 V 220—$2.00 Set

Deluxe White Box Edition. More money, better finished pieces. 2 to 10 players. Shipping weight, 4 lbs. 2 oz.

49 V 223—$3.50 Set **$2.89**

GEE-WHIZ HORSE RACE

Pick your horse, make your bet, watch him race down the stretch a winner! No two races alike. Children can work it. 5 ways to play. Colorful metal, 15⅝x5⅜ in. Shipping wt., 2 lbs. 10 oz. **$1.79**

49 V 107 .... **$1.79**

FAMOUS AMERICANA

Popular adult game. Up to 9 can play. Deal out cards, ante chips, collect the play cards, then bid for pot and try to win ante. Folding board, 19¼ in. sq. Regular playing cards, chips, counters. **89¢**

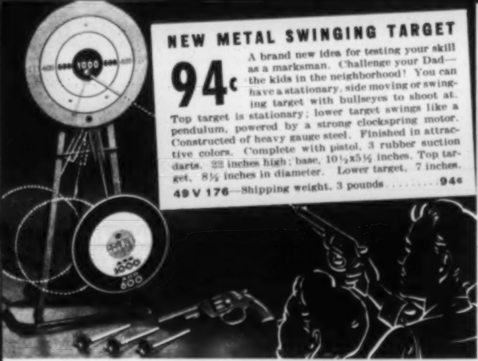
49V226—Shpg. wt., 1 lb. 10 oz. **89¢**

CHINESE CHECKERS

For 2 to 6 players. Move and jump marbles across 16-in. sq. plywood board in any direction into opposite triangle. First across wins. 60 marbles. Shpg. wt., 2 lbs. **83¢**

49 V 117—$1 Value... **83¢**

SEARS BIG CATALOG, TOO, HAS THRILLING GAMES FOR EVERYONE

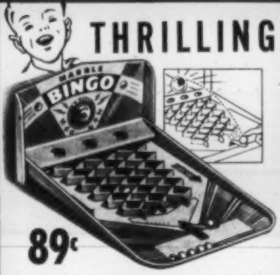


NEW METAL SWINGING TARGET

94¢ A brand new idea for testing your skill as a marksman. Challenge your Dad—the kids in the neighborhood! You can have a stationary, side moving or swinging target with bullseyes to shoot at. Top target is stationary; lower target swings like a pendulum, powered by a strong clockspring motor. Constructed of heavy gauge steel. Finished in attractive colors. Complete with pistol, 3 rubber suction darts. 22 inches high; base, 10½x5½ inches. Top target, 8½ inches in diameter. Lower target, 7 inches.

49 V 176—Shipping weight, 3 pounds .... **94¢**

THRILLING

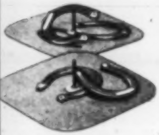


89¢

TARGET MARBLE BINGO GAME

Place marble in hole in spring and shoot for the diamond shaped compartments. If 5 marbles are shot in 5 consecutive diamonds in any one row it scores "Bingo" and doubles score. Return marbles by lifting compartment rack. Size 18x11x8 inches.

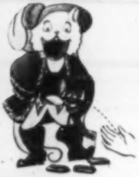
49 V 109—Shipping weight, 2 lbs. 8 oz. .... **89¢**



HORSESHOES

Throw a ringer with these indoor or outdoor rubber horseshoes. 2 red, 2 black. 5⅝ in. long, reinforced with steel. 2 nickel plated pegs. Enameled metal plates, 11⅝ in. square. Shipping weight, 2 lbs. 10 oz.

49 V 119 .... **67¢**



THROW GAME

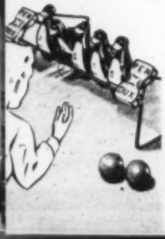
Swashbuckling pirate cat defies you to hit him. Call his bluff! Two target holes backed with colorful cloth. 2 bean bags. Beautifully colored masonite. Target, 18x24 in. supported by wire easel. Shipping weight, 2 lbs.

49 V 182 .... **49¢**

SKEE GAME

New marble game. One or several may play at the same time, each in turn. Score pockets from 50 to 500. Made of heavy gauge steel finished in brightly colored baked enamel. Complete with marbles. Size, 7¼x7¼ in. Shpg. wt., 1 lb.

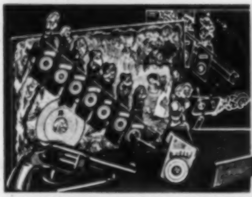
49 V 103 ... **25¢**



BOWL 'EM!

New bowling game will provide hours of thrills for young or old. 5 rubber Pen-Dux are attached to rubber frame. You roll ball down the alley to make a direct hit. Count score; next player tries. Includes 3 rubber balls, directions. Shipping weight, 3 lbs. 8 oz.

49 V 134 .... **89¢**



SNOW WHITE—7 DWARF TARGET

89¢ Fun for all the family. Shoot the dwarfs and watch them fall! Score a "bulls-eye" and get the witch. When hit, dwarf topples over and another slides down runway into place! Pistol, suction darts included. Colorful box makes exciting target in itself.

49 V 179—Shipping wt., 3 lbs. .... **89¢**

POP DONALD AND MICKEY

42¢ Mow 'em down! An exciting target game. 4 Mickey Mouse and 4 Donald Duck soldiers, about 6x2½ in. Targets made of colored cardboard on wood block. Strong gun and corks. Colored box, 18¼x8½ in. Shpg. wt., 1 lb. 6 oz.

49 V 123—Complete Set .... **42¢**

8-HOLE SKILL BALL

Fun for everyone, and how the old 'uns will go for it. Roll the three 1⅜-in. enameled wood balls into the holes, count score. All steel, 12x11⅝ inches. Shipping wt., 2 lbs. 8 oz.

49 V 174 .... **43¢**

DUCK SHOOTING

Lots of fun. When hit the ducks fall. Score shows on base. 9 cardboard ducks, about 2½ in. high. 13½-in. harmless, break-action gun; 6 corks. Shpg. wt., 1 lb.

49 V 172 .... **45¢**

8 JIG SAW PUZZLES

Hours of fun with these Mother Goose games. Humpty Dumpty, Little Bo-Peep, Old King Cole, Old Woman in a Shoe and others. Each puzzle, 9¼x7 in. Shpg. wt., 1 lb. 2 oz.

49 V 3875 .... **47¢**

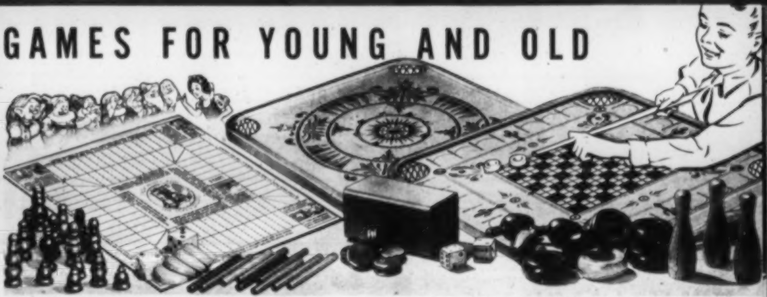
BANG! DOWN GO THE CROWS!

69¢ Sears saves you 30% on this exciting game! Usual $1.00 value. Test your skill against Dad's. Show him you can beat him. 4 brightly colored cardboard crows sit on fence in front of 12x9-inch corn field. Take aim with 17-inch, break-action pop-gun, pull trigger and Bang!—down goes another pesky crow! See if you can bring them all down in 4 shots. Not so easy as you think! Plenty of corks included. Shipping weight, 1 pound 13 ounces.

49 V 199—Complete .... **69¢**

BURROWES POOL TABLES, TABLE

GAMES FOR YOUNG AND OLD



NEW SNOW WHITE—7 DWARFS GAME

89¢

Unique game. Based on Walt Disney's famous characters. Consists of playing board, 18½x9 in., dice and pieces representing "Snow White," the Prince, the Dwarfs, etc. Colorful, interesting. Thrilling fun for 2, 3 or 4 players. Complete with full directions.

49 V 187—Shipping weight, 2 lbs. 8 oz. **89c**

CARROM ARCHERENA BOARD—57 GAMES!

$4.48

Plays Carroms, Crokinole, Pool, Checkers, Backgammon, etc. 2 sides, 3-ply maple veneer board. Net pockets. Two 25¼-in. cues. 28½-in. square board, complete instructions included.

79 V 489—Shipping weight, 11 pounds ....

49V480—**30 Colored Hardwood Crokinole and Carrom Rings.** Shipping weight, 8 oz **23c**

BINGO IS ALWAYS FUN

25¢ up

Rules, calling chart, 75 numbers.

49 V 131—**25-Card Set.** Shipping weight, 1 lb. 8 oz.....**25c**

49 V 136—**50-Card Set.** 150 wood counters. Shpg. wt., 2 lbs. 6 oz.......**42c**

49 V 144—**100-Card Set.** 300 wood counters. Shpg. wt., 3 lbs. 12 oz......**89c**

NOW 25 GAMES IN ONE

23¢

25 different games—Plenty of fun for such a low price. Play Checkers, Crokinole, Game of States, India, Success, etc. Colorful, double-faced folding board, 14 in. square, Playing parts, dice, rules, etc. included.

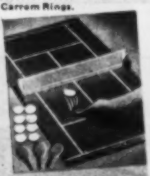
49 V 114—Shipping wt., 1 lb.....**23c**

PROF. QUIZ GAME

89¢

Over 500 brain teasers. Interesting questions and answers for young and old, prepared for you by Professor Quiz of radio fame. Enough variety to interest every age. Play game like radio program. Box 14x12 in.

49 V 135—Shpg. wt., 1 lb. 14 oz............**89c**



TIDDLE TENNIS

42¢

Remember Tiddly Winks? This brand new game is combination of Tiddly Winks and Tennis, played on 12x24-in. miniature felt tennis court with net. Racket chips and ball chips.

49 V 161—Shpg. wt., 8 oz............**42c**

SORRY—CARD GAME

Combines chance with skill Based on principle that cards control the moves of the men. For 2 to 4 players. Board, 18x18 in. Complete with cards, finished pieces, rules.

49 V 207—Wt., 10 oz.. **89c**

6 CARD GAMES

New low price. Consists of 6 decks of cards—**Old Maid, Authors, Thrift, Dr. Quack, Slap Jack and Take-Off.**

49 V 171—**6-Games.** Instructions. Shpg. wt., 10 oz......**29c**

150 FLINCH CARDS

2 to 8 can play.

49V151—Wt., 10 oz. **63c**

Rook—56 enamel finish cards. 16 Games.

49V148—Wt., 8 oz.. **63c**

Touring Game—99 Cards

49V150—Wt., 8 oz....**63c**

JACKPOT!
CHECKER TOSS

NEW RAGE!

25¢

On one side a Jack Pot Toss Game, on the reverse Checkers. 24 checkers included. Bright colors. Constructed of strong metal. Shipping wt., 1 lb.

49 V 138.....**25c**

NEW STAK GAME

21¢

Are your nerves steady? You'll soon find out playing this new game of piling sticks. It grows on you and gives the whole family a big thrill. Big savings, too! Shipping wt., 6 oz.

49 V 160........**21c**

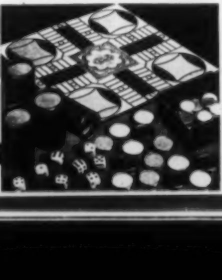
POPULAR PARCHEESI

83¢

Play this old favorite. Fun for the folks as well as the children. Throw doubles, and get an extra turn again, free. It's lots of fun for the whole family. Watch those safety numbers! Folding board, 15⅝ inches square, 4 dice cups, 8 dice, etc. Directions for playing. Box, 16⅛x8¼ inches.

49 V 101—Shpg. wt., 2 lbs **83c**

TENNIS ETC. IN BIG CATALOG



HOOP-O-LOOP

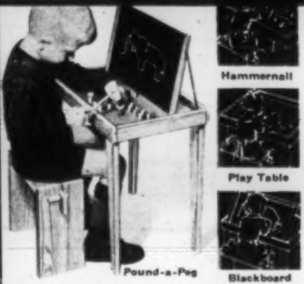
25¢

Reduced! Play rodeo—13 animal heads—each with hook—and different score. Shoot loops from swivel gun. Metal board, 14x7¼ in. 3 hoops. Rules. Shpg. wt., 10 oz.

49 V 108..........**25c**

Give Toys That Teach

FOR REAL CHRISTMAS THRILLS



SEARS NEW 4-IN-1 PLAY TABLE

98c

(1) **Easel type blackboard,** 16x9 inches. (2) **Pound-a-Peg Set.** (3) **Hammernail Set.** 4) **Play Table, Bench or Desk.** 40 pegs; Pound-a-Peg panel, 16x11 inches. 30 colored wood pieces for metal frame. Masonite hammernail table top, 18x9½x18 inches high; bench, 12x5x9½ inches. Mallet, nails, design sheets, piece of chalk.

79 V 3693—Shipping weight, 7 pounds........98c

DIAL
TYPEWRITER

ACTUAL TYPE SIZE

MARX LOW PRICED TYPEWRITER

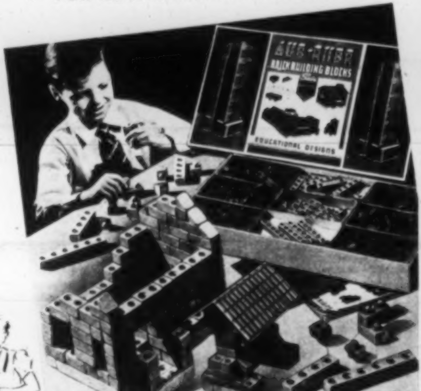
95c

Actually types. Self-inking. 40-character dial; alphabet, numerals, etc. Sliding carriage. Dummy keyboard. Size 11½x5¾x6 in. in.

49 V 3884—With extra ink roll. Shipping wt., 3 lbs. 7 oz.

49 V 3898—3 Extra ink Rolls. Shipping wt., 4 oz....10c

FOR OTHER TYPEWRITERS SEE PAGE 56



ALL RUBBER INTERLOCKING BRICK BLOCKS

79c
149 Pieces

- **Harmless—no sharp edges.**
- **Blocks really look. Easy to take apart.**
- **Houses look like real brick.**

Boys and girls are crazy about these new red rubber construction blocks, because they'll build an unlimited number of different models. And Mother and Dad will like them, too, because they are harmless and noiseless.

$1.00, 149-Piece Block Set
Brick blocks, foundation bricks, 2 cardboard roofs in two colors and design book. Shipping weight, 2 pounds 10 ounces.
49 V 3620..............79c

Deluxe 298-Piece Block Set
Colorful brick blocks, foundation bricks and 3 cardboard roofs in two attractive colors. Design book. Shipping weight, 5 pounds.
49 V 3621..........$1.69

TINKERTOY
TINKERTOY
SENIOR

AMERICA'S POPULAR BUILDING TOY

46c
67 Pcs.

No limit to models you can build. Sets for building Wind drivers. Hand and motor driven models. Sanded, white birch pieces. Mailing containers. Instructions.

Popular Size—82 Pieces
Red enameled spools, cardboard, blades, etc. Shipping weight, 1 pound 2 ounces.
49 V 4760..............67c

Junior Set—67 Pieces
Simple models. Shpg. wt., 15 oz.
49 V 4761..............46c

Senior Set—179 Pieces
Ten thousand Wonder Builders.
49 V 4763—Shipping wt., 2 lbs. 8 oz..........$1.59

Electric Motor Set
60-cycle motor for self-starting models. Shpg. wt., 3 lbs. 12 oz.
49 V 4765..........$3.59

NEW MARIONETTE

89c

Compares with $2.00 values of last year. Learn to operate this puppet; it's easy and lots of fun. Fascinating and educational! White faced clown with composition head, wood hands and feet. Polka dot percale suit. 12 inches high, 7 strings. Two wood control bars.

49V4748—Shpg. wt., 12 oz.89c

68-pc. PAINT-DRAWING SET

$1.00

$1.50 Value. Carry this portable, 11½x9x3½ in. set with you and paint when and where you wish. Masonite cabinet and carrying handle. Inside of door finished as a blackboard. Place for all equipment. 1 eraser, 2 mixing pans, 1 pallette, 11 paints in wood containers, 4 bottles of paints, 2 brushes, 15 pieces chalk, 29 crayons, 4 pictures to paint.

49 V 3845—Shpg. wt., 3 lbs...$1.00

SAVE $2.50 ON ROLL TOP DESKS LIKE DAD'S

Boys and Girls! Start your business career right, with a real grownup's desk. Hardwood. Golden Oak finish, 37½ in. high; **writing top, 30x18 in.** Extension board, 3 drawers, one with lock. Pen and pencil holder. Swivel arm chair, seat adjustable in height. **$14.98**

79 VM 8573—Unmailable. Shipping wt., 77 lbs. . . **$14.98**

Desk 33 in. High. Top, 22x15 in. 2 drawers. No extension board or pencil holder. 28¼-in. straight back chair.

79 VM 8571—Unmailable. Shipping wt., 42 lbs. . . **$7.98**

CHRISTMAS
SUPER-SPECIAL
ENCLOSED BACK

$5.00 SIZE—SEE SEARS LOW PRICE!

Strong pressed-board. 27x15-in. desk surface—24 in. high. Wood legs; 2 drawers. Tan and brown. Shipped taken apart for big savings. No Accessories. **$1.98 Desk**

79 V 8596—Desk Only. Shpg. wt., 19 lbs. . . **$1.98**

79 V 8594—Chair to Match. 12x12½-in. seat. Height, overall, 24 inches. Shpg. wt., 5 lbs. **98c**

BRAND NEW ALL WOOD STUDENT'S DESK

$10 Value. 36x18x29 inches high. Real office desk style; 3 drawers; sliding extension (arm rest). Top is ¾-inch thick; sides are 3-ply wood. Stout wood legs. Attractive light maple color. Fine for study room. Shipped taken apart; easily assembled. **$5.79 Desk**

79 V 8582—Desk Only. Shipping wt., 31 lbs. **$5.79**

79 V 8588—All Wood Chair to Match. 27¼ inches high. Seat of 3-ply wood, 12¼x12 inches. Shipping wt., 6 lbs. . **$1.39**

Typewriter not included . . . see 49V3884 Page 36.

RELEASE CATCH

SHELF PULLS OUT

SEARS FAMOUS 2-IN-1 TYPEWRITER DESK

Similar to 79 V 8596 above with disappearing arrangement that quickly converts it from a plain top into typewriter desk. (See right.) 25 inches high. **$2.98 Desk**

79 V 8595—Desk Only. Shpg. wt., 22 lbs. . . . .

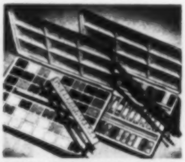
Chair to Match—Height overall, 24 in. Seat, 12x12¼ in.

79 V 8594—Shipping weight, 5 lbs. **98c**

MAKE YOUR OWN CIRCUS

You can have great fun making your own parade. 18 rubber stamps of animals and circus characters. 4 colored crayons, paper pad, 8-inch ruler and an ink pad. Shipping weight, 8 oz.

49 V 3868 . . . . **47c**



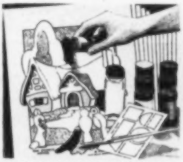
SEARS BIG-VALUE PAINTS

DeLuxe. 15 tubes, 34 water colors. 6-in. rule. 2 brushes. Metal box, white inside, 9½x6¾ in. (Germany.)

49 V 3882—Shpg. wt., 1 lb. . **79c**

Low Price. 50 water colors. Box, 9¾x6¾ in. Made in Germany.

49 V 3881—Shpg. wt., 1 lb. . . **39c**



TINKER SAND PICTURES

Paint with sand. Glue and brush.

49 V 3879—10 Picture Cards, 6¼ x4¾ in. 3 boxes colored sand. Directions. Shpg. wt., 14 oz. . . **43c**

49 V 3880—12 Picture Cards, 8¼ x6¼ in. 6 boxes colored sand. Directions. Shpg. wt., 2 lbs. 8 oz. **89c**

LEARN TO WEAVE

7-inch square, adjustable loom with 4 extension bars, needle, 2 skeins each of 4 different colored yarns. Complete instructions will show you how. Shpg. wt., 2 lbs. 6 oz.

49 V 3860 . . . . **89c**

SEE THE GREAT TOY BARGAINS IN SEARS BIG FALL CATALOG

AS TRAIN LOOKS WHEN COMPLETE

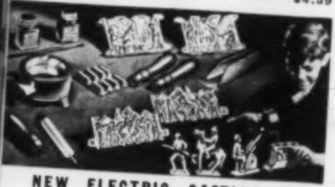
NEW! H-O MODEL TRAIN KIT

$13.49

$15 Value. Build your own miniature train to scale from railroad blue prints. No drilling, tapping, soldering. Half O-gauge N.Y.C. Hudson locomotive, tender. Armature field, gear and drive wheels in one unit. Remote control. Refrigerator car, oil car, gondola, caboose. Instructions, decals, paint, etc. Shipping weight, 6 pounds.

79 V 4778—Complete Kit **$13.49**

79 V 4797—16-Pc. Complete H-O Track for above Train. Shipping weight, 3 pounds **$4.59**



NEW ELECTRIC CASTING SETS

$1.69

$2.50 Value. Mold 5 large soldiers, 2 to 2¾ in. high, 2 machine gunners and 4 bullets, at same time. Electric stove, handles, mold clamp, candle for smoking mold, 2 paint bottles, brush, 8 pigs of metal. 110-volt A.C. or D.C.

49 V 4731—Casting Set. Shpg. wt., 4 lbs. 8 oz. **$1.69**

49 V 4729—Casting Set. $1.25 Value. Similar to above; one mold only, electric ladle, paint bottle, 4 pigs of lead. Shipping weight, 3 pounds **89c**

Extra Molds and Metal. Make All Figures at Once

49 V 4771—3 Fighting Yanks. Shipping wt., 3 oz. .. **59c**

49 V 4788—3 Sky Pilots. Shipping wt., 3 oz. **59c**

49 V 4796—4 "G" Men. Shipping wt., 3 oz. **59c**

49 V 4708—36 Pigs of Lead. Shpg. wt., 2 lbs. 8 oz. .. **29c**

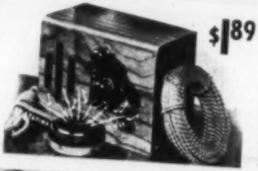
ELECTRIC EYE
TELEGRAPHING
BROADCASTING

NEW! 4-IN-1 RADIO CONSTRUCTION KIT

$4.69

Fellows! Here's no end of fun . . . build **a one-tube radio receiving set** or **a telegraph set** and learn how to send the Morse code. Surprise your friends by cutting in on a radio party with your own built **broadcasting set.** Play jokes or make practical use of the **"electric eye" magic switch** you've made. Think of it! All four can be built, one at a time, with this outfit consisting of earphone, microphone, tuning coil, radio tube, condensers, tuning knob, electric soldering iron, cord and plug, telegraph key, wire, etc. Complete plans. For 110-volt A.C. or D.C.

79 V 4779—Complete R. C. A. Kit. Shpg. wt., 4 lbs. .. **$4.69**



CRYSTAL RADIO

$1.89

Have your own personal radio to listen to your favorite program in your private room. A real radio with good reception up to 50 miles. Earphone included. Attractive solid walnut table model, 5x3¾x2⅜ in., with imitation speaker. Accurate tuning dial, spring plunger type crystal finder. 70 feet of wire to set up aerial. Shipping weight, 1 lb. 6 oz.

49 V 2301 .... **$1.89**

NEW AIRPLANE KITS

Scale model Stinson model SR-7. License letters, propeller, aerial, step wheels, printed balsa sheets, cement and large sized plans, etc. Shpg. wt., 4 oz.

49 V 4798—Complete **23c**

49 V 4799—Racing Monocoupe 90-A. Wing span, 32 in. when built. Shipping weight, 8 ounces **47c**

FAMOUS WEEDEN Steam Engines

$3.75 ELECTRIC

Listed by Underwriters for 110-volt A.C. or D.C. Cord, plug. Steel. Size, 9x5⅜x4⅜ in. Brass boiler. Safety valve. Shpg. wt., 4 lbs.

49 V 6310 **$2.98**

Alcohol burning. Wt. 3 lbs.

49 V 6306 .. **$2.79**

$1.25 VALUE

11-in. upright. Whistle. 2½-in. flywheel. Steel boiler; fire box uses alcohol.

49 V 6301

Shpg. wt., 1 lb. 5 oz. **$1.00**

HORIZONTAL

2½-in. flywheel with pulley. Boiler gets up steam quickly. Whistle. Alcohol burning, steel fire box. Governor. Size, 10x8x4 inches. Shipping weight, 1 lb. 13 oz.

49V6304 **$1.98**

MACHINE SHOP

4-pulley shafting, 6½x3⅛x2⅝ in. Metal saw and stamp mill in proportion.

49 V 6302

Shpg. wt., 1 lb. 6 oz. .. **79c**

19⅞-IN. SAW
BOYCRAFT
Plan Book

29 QUALITY PIECES—$7.50 VALUE

Red steel chest, 19x6⅞x6½ in. **alone worth $1.50.** Wood handle saw; hammer; brace with chuck, 3 bits, 16-in. plumb and level, 6½-in. block plane, scroll saw, 13 blades; pliers, chisel; 4-foot rule; file, extra wood handle, 5-in. screw driver; glue, pencil, sandpaper, nails, 5-pc. chisel set; awl, try square, apron, plan book.

$3.98

79 V 7206—Shipping weight, 15 pounds

Plan Book for the Boy Builder
17-IN. SAW
BOYCRAFT

26 PIECES—$4.00 VALUE

Red metal chest, 18x6x5 in., **alone worth $1.00.** 17-in. wood handle saw; hammer, 11½-in. brace; bit, T-square, 6½-in. plane, chisel, 12-in. level; scroll saw, 5-pocket apron, try square, screw driver, miter box, ruler, mallet, triangle, pencil, scraper, compass foot; protractor, scroll design, sandpaper; sand block, glue, plan book. Shpg. wt., 10 lbs.

$2.59

79 V 7212 .... **$2.59**

"Let's Make Something," Say 8 to 12 Year Olds

14-IN. SAW
Plan Book for the Boy Builder

14-PIECES—$1.50 VALUE

Blue metal chest, 18x6x3⅝ in., **worth 60c.** 14-in. saw; 11½-in. brace, 11-in. hammer, try square, wood ruler; ⅜-in. bit; compass foot; wood triangle, wood scraper, sandpaper, sand block, pencil, plan book.

$1.00

79 V 7211—Shipping weight, 5 pounds.

SAVE ON THESE FAMOUS ERECTOR SETS

Build Locomotives, Portable Steam Plants, Etc.

$15.00 SUPER AUTOMOTIVE SET WITH 110-VOLT MOTOR **$11.98**

Builds over 180 large action models; gear box, wheels, boiler automotive parts for building trucks, fire engines, tow cars, cranes, trench diggers, automatic elevator.

79 V 4785—Shipping weight, 19 pounds........

~~$10.00~~ ELECTRIC LIFTING MAGNET ERECTOR SET COMPLETE WITH 110-VOLT MOTOR **$8.79**

Builds over 160 large action models. Airplanes, derricks, etc. Enameled, brass trimmed steel cabinet, handle; size, 18¼x10⅛x2⅜ inches.

79 V 4784—Shipping weight, 16 pounds........ **$8.79**

~~$7.95~~ 110-VOLT ELECTRIC MOTOR ERECTOR SET **$6.79**

Builds over 125 models—locomotives, etc. No batteries or transformers needed. Brass trimmed steel cabinet, 17¼x9¼ in. wide.

79 V 4783—Wt., 12 lbs.. **$6.79**

~~$2.50~~ BIG GIRDER ERECTOR SET FOR **$1.98**

Builds 75 models. Girders, red wheels. Colored box, 18x10x⅝ in.

49V4781—Wt., 4 lbs..... **$1.98**

~~$5.00~~ FAMOUS BATTERY MOTOR ERECTOR SET **$3.98**

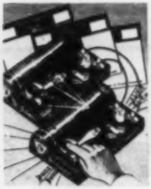
Builds 100 models. Motor runs on dry cells or transformer. Reversible gear box. Lithographed box, 18x10x2⅝ in.

79V4780—Wt., 6 lbs.. **$3.98**

~~$1.00~~ BEGINNERS' ERECTOR SET FOR **79c**

Builds 50 models. Pulleys, wheels, girders. 11½-in. colored box.

49V4786—Wt., 2 lbs..... **79c**



3-in-1 POSTAL TELEGRAPH JR.

Signals 3 ways—telegraph, wireless, blinker

89c

Morse code printed on instruments. For 50 to 150 ft. Flashlight batteries and bell wire needed (not included) see Page 39. 2½-volt bulbs. Complete with realistic telegraph blanks. Shipping weight, 1 lb. 6 oz.

49 V 4741........ **89c**

WORK BENCH $2.50 VALUE

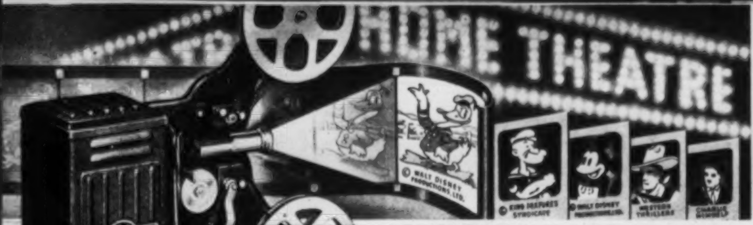
New large size, 31¼x15½x30⅜ in. high.

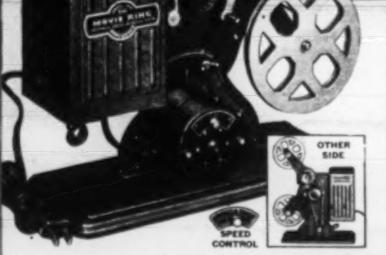
$1.98

Drawer and vise. Drawer, 26x11x2½ in. deep. Work top of ¾-in. lumber measures 29x12 in. Sturdy and practical. Shpg. wt., 15 lbs.

79V7249 **$1.98**

SEE SEARS BIG CATALOG


HOME THEATRE
© WALT DISNEY PRODUCTIONS, LTD.
© KING FEATURES SYNDICATE
© WALT DISNEY PRODUCTIONS, LTD.
WESTERN THRILLERS
CHARLIE CHAPLIN



ELECTRIC 8MM. MOVIE KING

- *CUTS YOUR FILM COSTS ½*
- *SPEED CONTROL MOTOR*

$6.98 79 V 6846

YOUR show lasts longer—Your story is more complete, yet film cost is much less than 16 MM. Just imagine! An 8 MM. film shows twice as many pictures per running foot as the 16 MM. width. This requires better lenses, finer working parts—better performance. Years of research created just this sensational projector at a cost less than half of former prices.

- **If sold under maker's name would cost much more.**
- **Powerful condenser lens, double element lens give bright, clear pictures. Reel arms hold reels for 400 ft. film cap.**
- **Speed control Universal motor** for 110-volt A.C. or D.C.
- **Advance speed and take-up sprockets** prevent film tearing.
- **Special 100-watt, concentrated** filament, clear glass bulb.
- **4½-foot cord and plug.** Approved by Underwriters.
- **2 empty, 200-ft. cap. metal reels. Direct film rewind.**
- **Steel lamp house with air vents and reflector.**

Size, overall, 16½x12⅝x5½ in. Tension plate, adjusted lamp base. Film not included (see at right).

MOVIE KING 8mm. Movie Projector

Story on 25 ft. of film equals that on 50 ft. of 16 MM. Film. Shipping weight, 9 lbs.

79 V 6846
8 MM. Projector.... $6.98

MOVIE KING De Luxe 16mm. Projector

Very popular. Shows exceptionally large, clear pictures. Shipping weight, 9 lbs.

79 V 6845
16 MM. Projector... $4.98

LOW PRICES ON 8 AND 16 MM. FILMS

NON-INFLAMMABLE 8 MM. WIDTH SAFETY FILMS

Shows twice as many pictures per running foot as usual 16 mm. films, making your show and your story last twice as long. **8 mm. films cannot be used on 16 mm. Projector.** For Sears 8 mm. Projector, see 79 V 6846.

25-FT. FILMS—Shpg. wt., 2 oz.

49V6926	C. Chaplin "Fiddler"	39c
49V6927	Western "Close Call"	39c
49V6928	Popeye "Some Cook"	65c
49V6929	D. Duck "BustingBubbles"	65c
49V6930	"Mickey's Turkey"	65c
49V6931	Hal Roach "Sneezes"	65c

50-FT. FILMS—Shpg. wt., 3 oz.

49V7035	Chaplin "Would Be Hero"	69c
49V7036	Western "Frontier Days"	69c
49V7037	Popeye "Plate Thrower"	$1.29
49V7038	D. Duck "Getting Hook"	1.29
49V7039	Mickey "Duck Hunter"	1.29
49V7049	Hal Roach "Country Fair"	1.29

100-FT. FILMS—Shpg. wt., 6 oz.

49V7093	Comedy "Wrong View"	$1.39
49V7094	Tom Mix "Shoot Works"	1.39
49V7095	Mutt and Jeff "Revenge"	1.39
49V7096	HalRoach "MovieMakers"	$2.69
49V7097	Roach "BaseballChamps"	2.69
49V7098	Scrappy "Big Moment"	2.69

NON-INFLAMMABLE 16 MM. WIDTH SAFETY FILMS

For Projector, see 79 V 6845

10-FT. FILMS—Shpg. wt., 2 oz.

49V6849	Chaplin "Dumb Egg"	23c
49V6850	Tom Mix "The Fight"	23c
49V6852	Popeye "Horse Driver"	33c
49V6853	Popeye "Lucky 13"	33c
49V6854	"Mickey's Rehearsal"	33c
49V6855	BettyBoop "MouseTrap"	33c

25-FT. FILMS—Shpg. wt., 3 oz.

49V6901	Chaplin "This is Life"	49c
49V6902	Jack Hoxie "Outlaws"	49c
49V6903	Western "Lone Rancher"	49c
49V6905	Felix Kat "Bell Ringer"	49c
49V6906	Mutt & Jeff "Beat It"	49c
49V6907	Popeye "On the Chin"	79c
49V6908	Popeye "Sea Cap"	79c
49V6910	Quintuplets	79c
49V6911	"Mickey the Juggler"	79c
49V6912	D. Duck "Duck Quick"	79c

For Other Movie Films, See Sears Big Catalog

50-FT. FILMS—Shpg. wt., 4 oz.

49V6913	Chaplin "Fast Worker"	98c
49V6914	H. Gibson "Sunset Range"	98c
49V6915	Jack Hoxie "Bluffed"	98c
49V6917	Felix the Kat "Lights Out"	98c
49V6918	Mutt, Jeff "Dirty Work"	98c
49V6919	Popeye "Boat Builder"	$1.39
49V6920	Popeye "Rolled Up"	1.39
49V6921	"Mickey's Mixup"	1.39
49V6922	D. Duck "OneStopService"	1.39
49V6923	Hal Roach "WrongWhistle"	1.39
49V6925	Quintuplets	1.39

100-FT. FILMS—Shpg. wt., 9 oz.

49V6934	Chaplin "The Knockout"	$1.89
49V6935	Western "GoldStampede"	1.89
49V6936	Western "Texas Ranger"	1.89
49V6939	H. Gibson "Rainbow'sEnd"	1.89
49V6940	Herby, Smitty "Omelet"	1.89
49V6941	Popeye "Treasure Hunt"	2.79
49V6942	D. Duck "Getting Hook"	2.79
49V6943	Mickey "Big Slide"	2.79
49V6944	Hal Roach "Hobo's Escape"	2.79
49V6950	Quintuplets	2.79

CLOTH MOVIE SCREEN

49 V 6808—Silver color. About 22x29 in. Wood roller. Shpg. wt., 1 lb. 3 oz. **89c**

BARGAIN SPLICING OUTFIT

49 V 6802—For repairing your own films. Shipping weight, 6 ounces **47c**

NEW MUSICAL JIGGER

42c

Watch him tap dance while you blow or hum your own syncopated tune on the metal "kazoo." Loosely jointed wood figure dances lively, swinging arms and legs when you press down lever. Shpg. wt., 12 oz.
49 V 6428 .... **42c**

QUACK
QUACK

NEW! NOISY DONALD DUCK POP-UP

29c

Pull strings, his concealed voice quacks! He twirls his wings, falls, bows, stands up, wiggles and twists his head. Every "joint" in his body moves. Base, 10 in. long; Donald, 5¼ in. high. Strung with 50-lb. test fishline. No motor.
49 V 6425—Shpg. wt., 12 oz. **29c**

POPEYE LIGHT

Popeye. 3¼ in. pocket size. Press button, face lights up. Complete with battery. Shipping wt., 4 oz.
49V6438 23c

TWO-COIN BANK

For nickels, dimes. Opens at about $10. Colored metal, 3½x3½x2⅝ inches. Shipping weight, 10 ounces.
49V6471 .. 25c

BUDGET BANK

20c value. Holds up to $18 in compartments. Indicator on side. 3½x2⅞ in. Shpg. wt., 12 oz.
49V6473 15c

EDUCATOR WATCH VALUE

A toy watch with a purpose. Imagine hands that move like real watch. Teach child to read time. Unbreakable crystal. Chain. Dummy knife. Shipping weight, 4 ounces.
49 V 6426 .... **23c**

Give a Winner
TO FUTURE CHAMPS

FIVE-Piece BOXING OUTFIT

$1.60 Value. 4 Gloves. Pear-shaped bag. For youngsters 2 to 4 years. Padded, canvas artificial leather trimmed, laced boxing gloves. Artificial leather, single end punching bag, inflates to about 25 in. around. Rubber bladder, alone worth 25c. Sash cord, screw eye for attaching bag. **$1.00**

49 V 5519—Shpg. wt., 1 lb. 6 oz. **$1.00**

FOOTBALL AND METAL PUMP

Ball Alone Worth 59c. Yes, sir! Here's a real Christmas Special! Durable valve-type artificial leather football and pump at usual price of football alone. Will stand plenty of kicks and hard play the little fellows can give it. Holds shape better than higher priced split leather balls. Complete with sturdy valve type rubber bladder, leather lace, 8-inch metal pump with inflating needle. Shipping weight, 1 pound. **55c**

Bargain Outfit

49 V 5590 .... **55c**

USUAL $1.25 VALUE VALVE-TYPE BLADDER 83c

Tough — for real "He Boys." For long punts, bullet passes. Same thickness material often called 4-ply. Built of special, pebbled grained, extra heavy, artificial leather that will hold its shape and will not scuff as easily as split cowhide. Strong, valve-type bladder, leather lace and inflating needle.

49 V 5591—Shpg. wt., 1 lb. 4 oz. **83c**

Big bargain valve type football. Same grade material some call 3-ply. Serviceable, long lasting football. Ideal for little fellows.

49 V 5556—Shpg. wt., 1 lb. **73c**

Metal pump above, right. For inflating all footballs and basketballs shown. Assorted styles.

49 V 5502—Shpg. wt., 9 oz. **19c**

POPULAR UPRIGHT BAG

"He-man." Needs no wall, ceiling space. Wood stand, spring steel rod, artificial leather bag. Bladder. Shpg. wt., 5 lbs. **$1.98**

79 V 5559 .... **$1.98**

JUNIOR STRIKING BAG

Was $1.29. Peb-Tex artificial leather material, pebbled grained effect. Valve bladder. Shipping weight, 1 pound. **98c**

49 V 5548 .... **98c**

YOU SAVE 30% ON THIS OUTFIT

• Fielder's Glove • Hardwood Bat • Horsehide Cover ball Ideal gift. Bat, 29 in. long for extra base hits. The hot ones are made easy with this sturdy fielder's glove with leather, padded palm and fingers. **To be worn on left hand only.** Shipping weight, 2 pounds. **69c**

79 V 5530—**3-Piece Outfit** **69c**

BASKETBALL BARGAINS

Cowhide Leather

Usual $1.50 Value. Stem-type bladder. Built for hard play. Good quality split cowhide basketball about 28 inches around. Shipping weight, 12 oz. **$1.19**

49 V 5536 .. **$1.19**

Artificial Leather

Valve-type basketball (about 28 in. around) that can "take it." New low price. Complete with 2-piece rubber bladder, lace, needle. Shpg. wt., 12 oz. **89c**

49 V 5565 ... **89c**

DeLuxe Basketball Outfit

Valve type artificial leather ball, 28 in. around. 2-pc. rubber bladder, needle. Two 17-in. goals, pump, clips, etc. **Complete $1.79**

49 V 5535—Shpg. wt., 4 lbs ....

Bargain Outfit—Stem Type Ball

Artificial leather ball, 25 in. around. Two 13½-in. goals; bladder; clips, etc. No pump.

49 V 5538—Shpg. wt., 2 lbs. 9 oz. **$1.00**

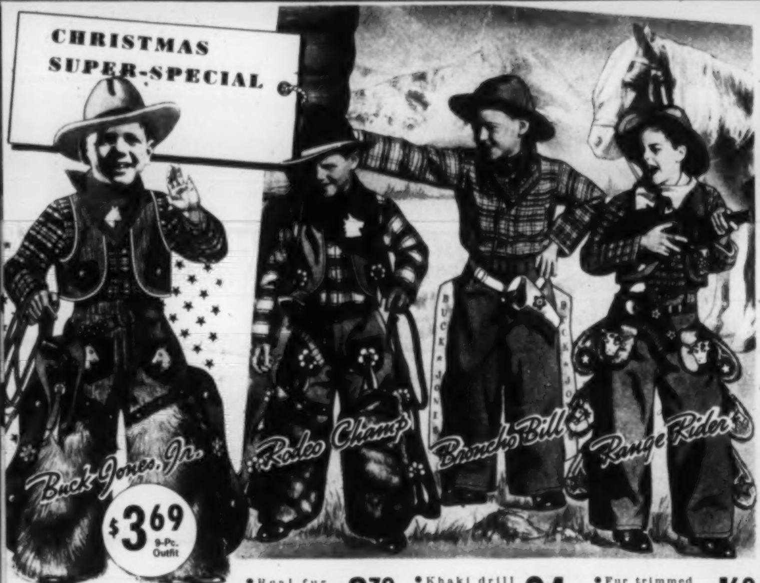
49 V 5539—**Baskets Only.** 13½-inch size. **Each** Wt. 1 lb. 2 oz. ... **35c** **2 for** Wt. 2 lbs. 8 oz. **69c**

Tiny Tots' Skates

Wheels roll easily. Frame of strong steel construction. Adjustable 6 to 8 in. Adjustable leather toe fronts, strong ankle straps. No clamps or keys to lose. Shpg. wt., 2 lbs. 4 oz. **47c**

49 V 8350 .... **47c**

SEE THE MANY MORE GIFT TOY BARGAINS IN SEARS BIG CATALOG



- Genuine fur front khaki drill chaps—cowboy vest—plaid cotton flannel shirt—large toy pistol—holster—cartridge belt—lasso—bandana—wool felt "ten-gallon" hat.

Our finest cowboy outfit!

Sizes: 4, 6, 8, 10, 12, 14 years. **State age-size.** Shipping weight, 3 pounds 15 ounces.

40 V 4390—9 Pieces **$3.69**

$2.79 9-Pc. Suit

- Real fur front khaki drill chaps—plaid cotton flannel shirt—vest—large toy pistol—holster—belt—lasso—hat—bandana.

Sizes: 4, 6, 8, 10, 12, 14 yrs. **State age-size.** Shipping weight, 3 lbs. 8 oz.

40V4370—9-Pc. Cowboy Outfit **$2.79**

94¢ 8-Pc. Suit

- Khaki drill chaps with side trim—gay plaid cotton flannel shirt—bandana—belt—lasso—toy pistol—holster—cotton khaki cowboy hat.

Sizes: 4, 6, 8, 10 yrs. **State age-size.** Shpg. wt., 1 lb. 12 oz.

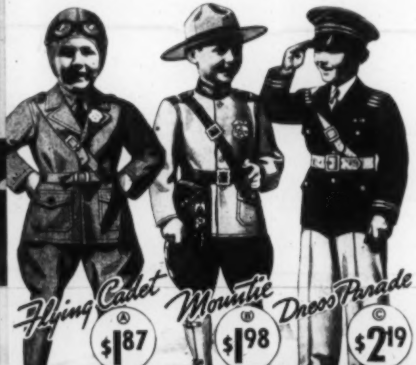
40V4360—8-Pc. Cowboy Outfit . . . . **94¢**

$1.69 9-Pc. Suit

- Fur trimmed khaki drill chaps—plaid cotton flannel shirt—vest,—hat—lasso—belt—toy pistol—holster—bandana.

Sizes: 4, 6, 8, 10, 12, 14 yrs. **State age-size.** Shipping weight, 2 pounds 12 ounces.

40V4366—9-Pc. Cowboy Outfit **$1.69**



PLAY COSTUMES FOR HIS CHRISTMAS

Ⓐ *Flying Cadet*

- Coat and breeches of sturdy khaki cotton drill—outfit includes flyer's insignia—cotton suede Sam Browne belt, puttees and helmet—removable goggles.

Command your own flight squadron in this outfit!

Sizes: 4, 6, 8, 10, 12, 14 yrs. **State age-size.** Shipping weight, 2 pounds 2 ounces.

40 V 4353—6-Pc. Flying Cadet Outfit **$1.87**

Ⓑ *Mountie*

- Scarlet cotton twill coat with brass buttons, epaulets—navy blue drill breeches—cotton suede puttees—cotton suede cloth hat—artificial leather Sam Browne belt, holster—toy pistol.

Sizes: 4, 6, 8, 10, 12, 14 yrs. **State age-size.** Shipping weight, 2 pounds 12 ounces.

40V4389—8-Pc. Mountie Outfit **$1.98**

Ⓒ *Dress Parade—New Military Suit*

- Fine quality navy blue cotton twill coat with four button-down flap pockets—gold color stripes on shoulders and cuffs, brass buttons and army style insignia—Light blue cotton twill longies with fly front, gold color leg stripe.—Army style dress cap with emblem and gold color braid.—White artificial leather Sam Browne belt

It's copied after the new army dress uniform!

Sizes: 4, 6, 8, 10, 12, 14 years. **State age-size.** Shipping weight, 2 pounds 8 ounces.

40 V 4364—4-Piece Military Outfit **$2.19**

Rootin', Tootin', Shootin' Toys

28 Inches Long
Leather Shoulder Strap

DOUBLE BARREL PLAY GUN Break action. 2 triggers to pop each steel barrel separately. Enclosed corks can't get lost. Wood stock. **47c**
49V5651—Shpg. wt., 2 lbs. 4 oz.

SPARKLING AUTOMATIC 3 imitation studs. Steel; 4⅛x3½ in. Flint. Clock work motor. **39c**
49V5671—Shpg. wt., 1 lb. 8 oz.
49V5676—2 Flints. Shpg. wt., 2 oz. . . . 10c

CHRISTMAS SUPER-SPECIAL

PRICE CUT FROM $1.79

98c Special purchase of Famous Fox Double Barrel Breech loading play guns. 29 in. long with two separate shooting triggers and barrels. 2 removable shells with coil spring power. Cardboard target, bell rings. Ammunition. Hardwood stock, walnut stained. Steel barrels.
49 V 5640—Shpg. wt., 3 lbs. 98c

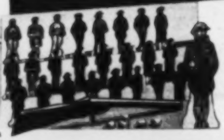
"SUB" FIRES BATTLESHIP EXPLODES

THRILLING NAVY GAME

Load gray, 7½-inch submarine with torpedo; cruise into firing position, aim, shoot! Bang! Spring lifts battleship's deck, funnels, etc. high into air. Reassemble for another attack. Colorful 13½-inch battleship. Both ships built of wood. **89c**
49 V 5633—Shpg. wt., 2 lbs 89c

GANG BUSTER'S GUN SHOOTS SPARKS

Brand new! Play "Crusade against Crime." Wind clockspring motor; take aim at fleeing gangsters, then pull trigger and watch the sparks fly out while magazine revolves giving a realistic rat-a-tat-tat. 23 in. long. Brightly colored metal, wood stock. **94c**
49 V 5665—Shipping weight, 2 pounds. . . . .
49 V 5787—2 Extra Flints. Shipping weight, 2 ounces. 10c



BANG! BANG! MOW 'EM DOWN

49c 24 assorted, brightly uniformed metal soldiers, 3¼ in. high. On metal base. 13½-in. gun; wood stock, 6 extra corks. Shipping weight, 2 lbs.
49 V 5612 . . . . . . 49c

New!

LITTLE ABNER'S SHOOTING GAME

89c Shoots 20 harmless cork balls without reloading. Carton forms 4-color, 27-in. shooting gallery with 5 popular Li'l Abner characters. 28½-in. gun, steel barrel. 10 cork balls included.
49 V 5629—Shipping weight, 3 pounds 89c
49 V 5630—20 extra cork balls. Shipping wt., 6 oz. 23c

5-PC. POLICE OUTFIT Ⓐ Let's play cops and robbers! It's swell fun for kids. 5 pieces including Chief's emblem, cap, whistle, metal badge (assorted designs), handcuffs with spring snap. Night stick. Shipping wt., 1 lb. 2 oz.
49 V 5609. . . . . . 69c

8-INCH PISTOL Ⓑ Shoots suction cup Dart included.
49 V 5682 Shipping wt., 8 oz. . 10c
49 V 5683 2 darts. Shpg. wt., 3 oz. . . . 5c

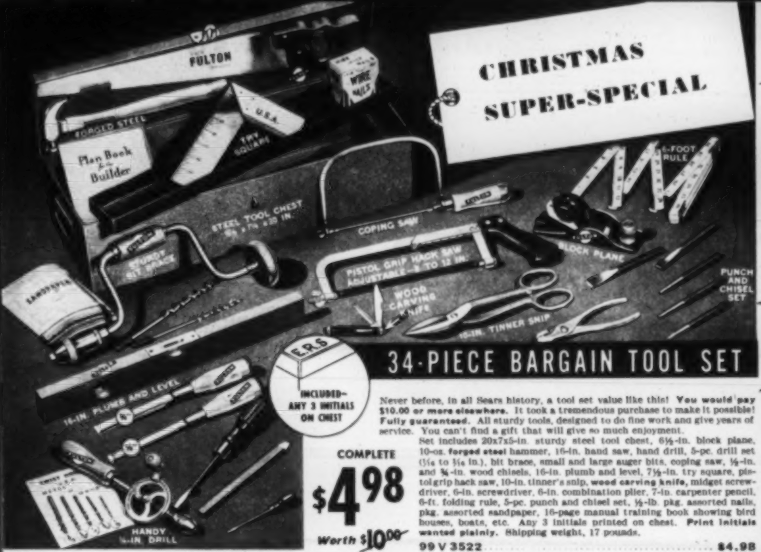
3-PIECE SET Ⓒ Big Value. Steel, 6¾-in. clicker gun. 7-in. cowhide holster. Sturdy belt with buckle.
49 V 5619 Shipping wt., 7 oz. 23c

COWBOY SET Ⓓ 5 pieces: 10-gal. style boys' size hat, lariat, bandana, 8-in. steel dart gun, cloth holster.
49 V 5699 Shpg. wt., 2 lbs. 49c

TEXAS JR. HOLSTERS Will tickle the "cockles" of any boy's heart. Genuine cowhide. Each about 6⅝x3⅜ inches overall, adjustable belt. Two heavy gauge steel, 6⅝-inch clicker guns. Shipping weight, 12 oz.
49 V 5626. . . . . 45c

LEOPARD SKIN DESIGN Like real cowboy chaps. $1.00 Value. Cotton leggings and top trimmed with leather-like cotton suede, vest decorated to match. **Even Sizes**, 4 to 14 years. **State size.** Shpg. wt., 1 lb. 13 oz.
49 V 5692. . . . . . . 79c

CHRISTMAS SUPER-SPECIAL


FULTON
WIRE NAILS
FORGED STEEL
Plan Book for the Builder
U.S.A.
TRY SQUARE
STEEL TOOL CHEST
COPING SAW
6-FOOT RULE
STURDY BIT BRACE
SANDPAPER
PISTOL GRIP HACK SAW ADJUSTABLE—8 TO 12 IN.
WOOD CARVING KNIFE
BLOCK PLANE
PUNCH AND CHISEL SET
10-IN. TINNER SNIP
16-IN. PLUMB AND LEVEL
HANDY ¼-IN. DRILL
E.R.S.
INCLUDED— ANY 3 INITIALS ON CHEST

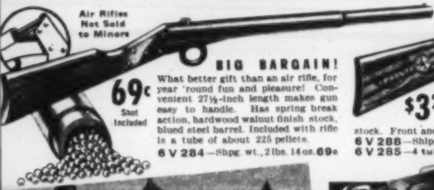
34-PIECE BARGAIN TOOL SET

COMPLETE **$4.98** *Worth* ~~$10.00~~

Never before, in all Sears history, a tool set value like this! **You would pay $10.00 or more elsewhere.** It took a tremendous purchase to make it possible! **Fully guaranteed.** All sturdy tools, designed to do fine work and give years of service. You can't find a gift that will give so much enjoyment.

Set includes 20x7x5-in. sturdy steel tool chest, 6½-in. block plane, 10-oz. **forged steel** hammer, 16-in. hand saw, hand drill, 5-pc. drill set (1/16 to 3/16 in.), bit brace, small and large auger bits, coping saw, ½-in. and ¾-in. wood chisels, 16-in. plumb and level, 7½-in. try square, pistol grip hack saw, 10-in. tinner's snip, **wood carving knife,** midget screwdriver, 6-in. screwdriver, 6-in. combination plier, 7-in. carpenter pencil, 6-ft. folding rule, 5-pc. punch and chisel set, ½-lb. pkg. assorted nails, pkg. assorted sandpaper, 16-page manual training book showing bird houses, boats, etc. Any 3 initials printed on chest. **Print initials wanted plainly.** Shipping weight, 17 pounds.

99 V 3522 .... **$4.98**

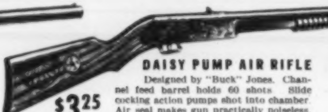

Air Rifles Not Sold to Minors

BIG BARGAIN!

69¢ Shot Included

What better gift than an air rifle, for year 'round fun and pleasure! Convenient 27½-inch length makes gun easy to handle. Has spring break action, hardwood walnut finish stock, blued steel barrel. Included with rifle is a tube of about 225 pellets.

6 V 284—Shpg. wt., 2 lbs. 14 oz. **69¢**



"BUCK" JONES

Universal Pictures Star President of "Buck" Jones Rangers

DAISY PUMP AIR RIFLE

$3.25

Designed by "Buck" Jones. Channel feed barrel holds 60 shots. Slide cocking action pumps shot into chamber. Air seal makes gun practically noiseless. Compass and "easy to read" sun dial on stock. Front and rear sights. 24-in. barrel, 36 in. long, overall.

6 V 288—Shipping weight, 3 lbs. 13 oz. **$3.25**

6 V 285—**4 tubes** (900) air rifle shot. Shpg. wt., 13 oz. ... **13¢**

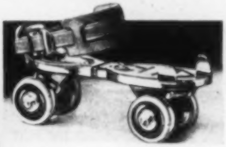
SCREENED REAR WINDOW

BOYS' UMBRELLA TENT—PRICE REDUCED

$3.59

Sleeping space for 2 persons! Forest green fabric, treated with waterproofing process. Seams lapped and double stitched. Band iron frame at eaves. Height, 6 ft.; floor size, 7x7 ft. Hardwood jointed center pole, 2 extra poles for awning, stakes.

6 V 7776—Mailable. Shipping wt., 17 lbs. ... **$3.59**



REGULAR $1.75 SKATE VALUE!

$1.29 3-piece steel chassis, strong construction; highly polished toe and heel plate. Ball bearing, blue colored wheels. Rubber trucks. Rubber ankle pad. Adjustable from 8 to 9¾ inches. Key included. Shpg. wt., 4 lbs. 6 oz.

6 V 1120—**Pair** **$1.29**

ACTUAL SIZE SHOT

TARGETEER AIR PISTOL SET

$1.79 Accurate at 10 to 12 feet—up to 30-ft. with practice. Blued gun steel pistol, 10 in. overall; spring plunger. Holds 500 shots. Set of pistol, 2 spinner targets, 25 bulls-eye cards, tube of 500 shot.

6V287—Shpg. wt., 1 lb. 11 oz. **$1.79**

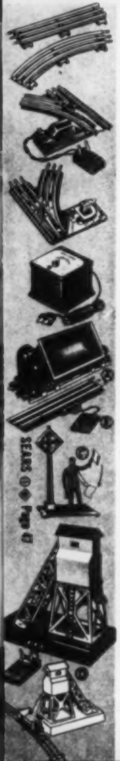
NEW WHITE MOCCASINS

$1.85

Hand sewn (no nails, no seams in insoles) for perfect comfort. White elk uppers. Flexible rubber sole with built-in arch support reduces foot fatigue. Rolled leather edges. **State street shoe size.** Shipping weight, 2 pounds.

6 V 708—Women's and Girls' sizes, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. **Pair** . **$1.85**

6 V 710—Boys', Men's Sizes, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11. **Pair** ... **$1.85**



Electric Lionel "O" Gauge Track

Shipping. wt., 10 oz.

For De Luxe Trains

2 Sections

49V6008–Straight	**37c**
49V6009–Curved	**37c**

For "027" Lionel Jr.

2 Sections

49V6003–Straight	**28c**
49V6004–Curved	**28c**

New! "027" Remote Control Switches

Electric red and green signals—right and left for all Lionel "027" (Junior) trains. Shipping weight, 4 lbs.

49 V 6048—Pr. **$5.98**

Electric "O" Gauge Switches

For all Lionel De Luxe trains. Hand operated. Electric lamps. Shipping wt., 4 lbs. 3 oz.

49 V 6053—Pr. **$5.98**

75-Watt 110-Volt Jefferson Transformer

For 50-60-cycle A. C. in 7 to 22-volt steps. Shipping wt., 4 lbs.

49 V 6051..... **$2.89**

Remote Control Dump Car

Ⓐ Electric couplers. Imitation coal. Remote control, tilt car uses 49V6036 Track set below. Shpg. wt., 2 lbs.

49 V 6040..... **$3.39**

Remote Control Track Set

Ⓑ Buttons operate electric couplers, remote control dump cars, on "027" Lionel trains. Shpg. wt., 2 lbs.

49 V 6036..... **$1.19**

Automatic Flagman

Ⓒ Watchman signals with his hand as train approaches. When train has passed action ceases. Signal 12 in. high. Lifelike shape. Shipping wt., 1 lb.

49 V 6037..... **$2.49**

New Remote Control Coal Elevator

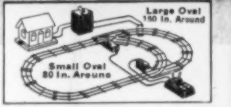
Ⓓ Pull lever and electric motor starts buckets carrying coal up into loft and unloads it into freight car. 12 in. high. Base, 6x 11½ in. Bag of imitation coal included. Shipping wt., 5 lbs.

49 V 6042..... **$6.45**

New! LIONEL WHISTLING TRAIN SET

Switches-Reverses

BY REMOTE CONTROL



$9.95

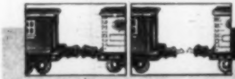
SAVE $7.65 ON THIS NEW SEARS LIONEL TRAIN VALUE

• Metal station, 5½x3⅞x3¾ in. with whistle	Value	$3.00
• 44-in. Lionel "027" 3-car freight, electric headlight	Value	6.95
• Two switches, right and left, red and green signals	Value	6.75
• 6 extra sections of track, regular sets have 10 only	Value	.90
If bought elsewhere individually, would cost you		$17.60

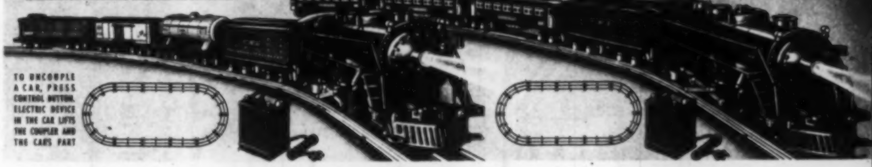
Speed control transformer for 110-120-volt alternating current included.

Oh Boy! This streamliner takes the curves at top speed—Levers set switches for signal, lights flashing. Remote control operates from transformer control. Black oxidized ties on track.

79 V 5961—Shpg. wt., 17 lbs.. **$9.95**



New! UNCOUPLE BY ELECTRIC REMOTE CONTROL



TO UNCOUPLE A CAR, PRESS CONTROL BUTTON. ELECTRIC DEVICE IN THE CAR LIFTS THE COUPLER AND THE CARS PART

WHISTLING LIONEL "027" FREIGHTER $14.95 With Whistle

44-inch train. Latest 6-wheel drive locomotive with fascinating gear action. Remote control, electric couplers on tender and cars. 110-volt 60-cycle A.C. Transformer included. Track forms oval 27x43 in.

Whistling 5-Unit Freight. 60-Watt Transformer with control for whistle.

79 V 5992—Shpg. wt., 16 lbs.. **$14.95**

Popular 5-Unit Freight. Same train without whistle or whistle controller.

79 V 5991—Shpg. wt., 16 lbs.. **$11.75**

NEW 49-inch "027" LIONEL PASSENGER $12.45 Without Whistle

Latest six-wheel drive steam type locomotive and tender alone measure 17½ inches. More accurately detailed than any at this price. 110-volt 60-cycle alternating current transformer. Forms track oval, 27x43 in.

Whistling 5-Unit Passenger. Speed control. Transformer. Whistle controller.

79V5995—Shpg. wt., 17 lbs. **$15.95**

Without Whistle Equipment. 5-unit train with speed control transformer.

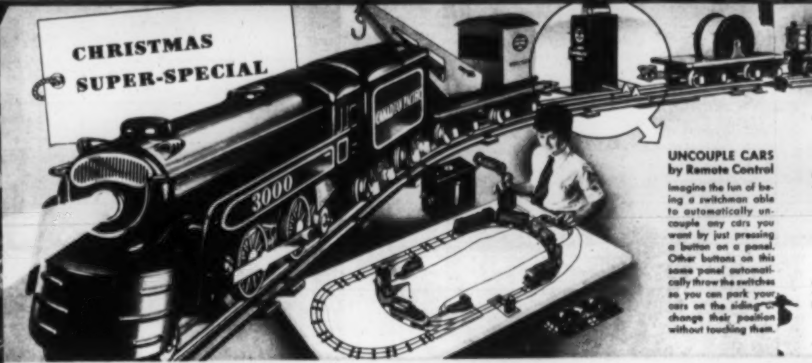
79V5994—Shpg. wt., 17 lbs. **$12.45**

FORGED STEEL
Plan Book for the Builder
SANDPAPER
16-IN. PLUMB AND

Air Rifles Not Sold to Minors
69
Shot Includ

SCREENED REAR WINDOW

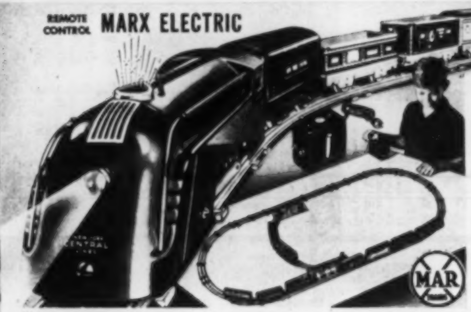
BOYS' UMBRELL
$3.59
6 V 7778—

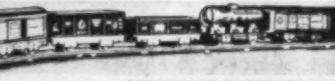

CHRISTMAS SUPER-SPECIAL
3000
CANADIAN PACIFIC

UNCOUPLE CARS by Remote Control

Imagine the fun of being a switchman able to automatically uncouple any cars you want by just pressing a button on a panel. Other buttons on this same panel automatically throw the switches so you can park your cars on the siding or change their position without touching them.

REMOTE CONTROL MARX ELECTRIC


NEW YORK CENTRAL LINES
MAR



~~$7.50~~ VALUE

SPARKLING ELECTRIC TRA
SWITCH TRACK AND TRANS

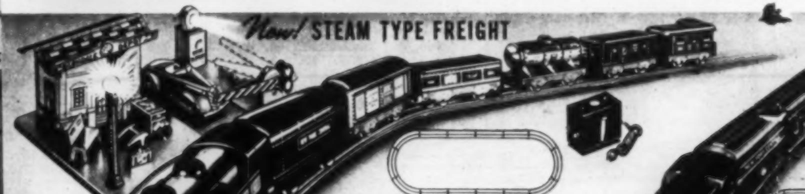
$5.98

A 68-inch, 10-unit freight at this low p gain even without the special spark There are miles of railroading here Timer''! First you can let her ''rip' 134-in. oval then throw the **two ha** switches, and run her over the 190-in. o the time she's spouting sparks from the smokestack. Wat have keen fun, too. And you can bet he'll like Sears price— low!

Remote control to start, stop and reverse train. Plenty sections. Powerful engine of heavy gauge steel with powerf tric motor, oil-less bearings and electric headlight that blaz night. Eight new style colorful freight cars, built of sturd tender. Complete with transformer and switch track. Boar ed. Shipping weight, 12 pounds.

79 V 5955—10-Unit Mercury for 110-120-volt 60-cycle

New! STEAM TYPE FREIGHT



7-UNIT ELECTRIC—DEPOT

Save almost 25%! Depot worth $1.80. Remote Control Train worth $5.00. 47½ in. long. New steam type loco. 16 pcs. of track form oval about 155 in. around. Speed control transformer to start, stop and reverse train. For 110-volt 60-cycle A.C. Automatic Depot—13½x10x5½ in. As train nears, gate goes down, electric signal light flashes. Electric lamp post, steel roadster, hand truck, etc. Attach to third rail.

79 V 5956—Train and Depot. Shpg. wt., 12 lbs. Complete **$4.98**

49 V 6049—Depot Only for Electric Trains. Shpg. wt., 4 lbs **$1.29**

$4.98 Complete Train and Depot

$3.98

$4.9
Opera
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A.C.
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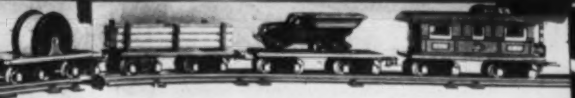
79 V

MORE TRAIN VALUES IN SEARS BIG CATALOG



48-INCH AUTOMATIC COUPLER TRAIN

Remote Control Coupling Cars. New Low Price

$9.98 Picture yourself sitting at the controls and, without even touching train, able to direct it all over the track—backward—forward—slow—fast. Uncouple and couple cars; throw switches—just like a train dispatcher does. It's glorious fun—more exciting and intriguing than you ever dreamed of—it's all of the "Railroading" thrill imaginable! It's automatic **remote control** . . . cars couple by mere contact.

Each car is expensive looking and itself is chock full of play value—that's why we chose them for this outfit, a Super Special if there ever was one!

Think of it! You get a derrick car to handle derailed cars; a cable car; lumber car with load of logs; flat car and auto truck; and of course a caboose. Steel engine with electric headlight, colorful metal cars on eight wheels, two four-wheel trucks like the modern big trains of today. Board not included.

21 sections of track, uncoupling section and pair of Remote Control switches—make large oval about 193 inches and small oval 144 inches around. Button Control panel. Speed control, approved 110-volt-60 cycle A. C. transformer.

79 V 5959—7-Unit Work Train. Complete Special. Shpg. wt., 17 lbs. **$9.98**

NCOUPLE CARS
Remote Control

gine the fun of be-
a switchman able
automatically un-
ple any cars you
nt by just pressing
sition on a panel.
er buttons on this
a panel automati-
y throw the switches
you can park your
s on the siding or
nge their position
out touching them.

New! SMALLEST ELECTRIC IN THE WORLD

FIRST TIME BELOW $10

$4.98 Just imagine a remote control, sparkling, miniature engine, only 1¼x1⅜x4⅜ in. long, with cars in proportion. Operate this 7-unit streamliner freight, 32½ in. long, on ordinary table. New style track, 112 in. around. 45-watt speed control, Underwriters Approved transformer for 110-volt.

49 V 5947—Shipping weight, 5 pounds. **$4.98**

G ELECTRIC TRAIN WITH
RACK AND TRANSFORMER

nit freight at this low price is a bar-
hout the special sparkling feature.
s of railroading here for the "Old
you can let her "rip" around the
en throw the **two hand operated**
n her over the 190-in. outer oval. All
the smokestack. Watch Dad, he'll
he'll like Sears price—unbelievably

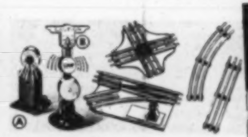
reverse train. Plenty of track—21
gauge steel with powerful Marx elec-
ric headlight that blazes through the
ght cars, built of sturdy metal, and
and switch track. Board not includ-

110-120-volt 60-cycle A.C. . . **$5.98**

SPECIAL OFFER

$1.00 So you'll have more fun with your electric train we are offering for only $1.00—3 accessories that ordinarily cost $1.77—Save 77c! Twin Lighted Station Lamp Post; Floodlight Tower and Crossing Warning Signal. **Each one a 59c Value.** Shpg. wt., 2 lbs. 6 oz.

49 V 6028
All 3 . . . . **$1.00**



CIRCUIT BREAKER

94c Each (A) If short occurs, lever re-opens circuit. Steel. Shipping wt., 1 lb.

49 V 6018 . . **94c**

(B) 7½-INCH STEEL BELL SIGNAL

Put plate under track—when train nears, bell rings, arm swings. Shpg. wt., 1 lb.

49 V 6016 . . . **94c**

MARX TRACK

39c 4 Pieces For electric "0" Gauge trains. Shpg. wt., 10 oz.

49 V 6010—Straight
49 V 6011—Curved. 4 Pieces **39c**
49V6013—Crossover. Shpg. wt., 8 oz. **49c**
Hand Switches. Pair (right, left) for Marx electric trains. Shpg. wt., 1 lb.
49 V 6014 . . **$1.95**

CONTROL YOUR TRAIN
by Radio!
FORWARD
REVERSE

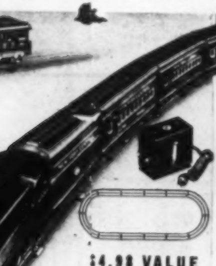
$2.69 Your voice calling "forward" or "reverse" into brightly enameled steel control house, will make train do your bidding automatically. Lever to stop or release train. Connects easily to any remote control electric train. Shpg. wt., 1 lb.

49 V 6026 . . . . . **$2.69**

SPECIAL OFFER

Above—with purchase of any electric trains on these 2 pages. Only **$1.00**

MARX MECHANICALS

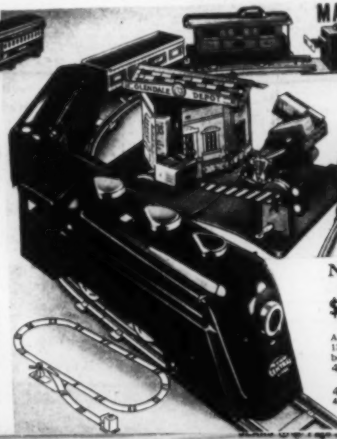


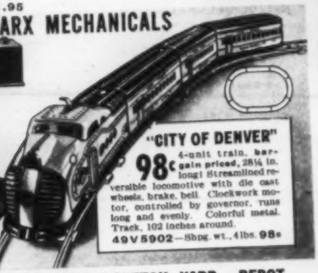
$4.98 VALUE

Operate this 5-unit, 34-
in. electric streamliner
at will, forward, back-
ward, slow or fast, by
remote control. Engine
has oilless bearings,
headlight. 5 sturdy
al units. Track 138
around; transform-
er 110-volt, 60-cycle
A.C. Shipping weight,
pounds.

3.98

79 V 5953 . $3.98





"CITY OF DENVER"

98c 4-unit train, bargain priced, 28¼ in. long! Streamlined reversible locomotive with die cast wheels, brake, bell. Clockwork motor, controlled by governor, runs long and evenly. Colorful metal. Track, 102 inches around.

49V5902—Shpg. wt., 4 lbs. **98c**

New! TRAIN—SWITCH YARD—DEPOT

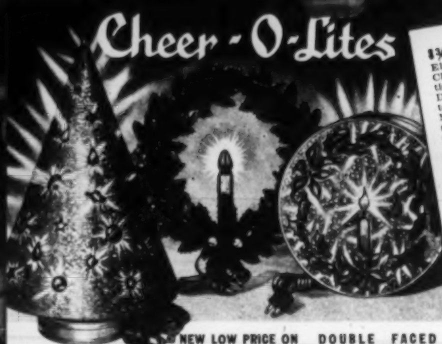
$1.98 Complete Biggest value in mechanical train history! 4-unit 28¼-in. train races backward or forward, bell ringing; brake stops it. Switch cars on siding with hand switch; dead end bumper stops 'em. Track and switch, 148 in. around. As train nears station, gate goes down. Colorful steel depot, 13½x10x4⅜ in., with 6-in. steel truck loaded with empty boxes; hand truck in proportion.

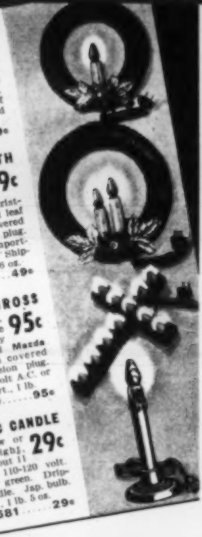
49 V 5921—Complete. Shipping weight, 7 lbs. **$1.98**

Extra Track for Marx Mechanicals

49 V 6001—Straight **49 V 6002**—Curved
4 Pieces. Shipping weight, 13 ounces **19c**

Cheer-O-Lites





8¾-INCH WREATH

Electric. Silk Chenille wound tightly on frame. Drip-effect candle. 110 to 120-volt Jap. bulb. Metallic center leaf spray. Rubber covered cord. Shpg. wt., 8 oz. **29c**

49 V 6216......29c

18-INCH WREATH

Two electric drip-effect candles. Quality chenille. Large Christmasy poinsettia and leaf sprays. Rubber covered cord with add-on plug. 110-120-volt bulb imported from Japan. Shipping weight, 1 lb. 6 oz. **49c**

49 V 6221......49c

11-LIGHT CROSS

$1.50 Value. Red silk chenille over sturdy frame. 11 red Mazda lamps, rayon covered cord. Extension plug. For 110-120 volt A.C. or D.C. Shpg. wt., 1 lb. **95c**

49 V 6230......95c

ELECTRIC CANDLE

For window or table. Height overall, about 11 in. For 110-120 volt. Red and green. Drip-effect candle. Jap. bulb. Shpg. wt., 1 lb. 5 oz. **29c**

49 V 6581......29c

NOMA DELUXE TREE ELECTRIC LIGHTED

WAS ~~$1.59~~ **$1.00** SPECIAL

10-inch Table or Window tree. Beautiful glittering silvery color crystal surface on metal. Christmas symbol perforations throw forth gleams of colored rays. Use on table or mantelpiece, etc. 6¼-in. diam. 110-120-volt A. C. or D.C. Shpg. wt., 2 lbs. 6 oz.

49 V 6523.....$1.00

NEW LOW PRICE ON LIGHTED HOLLY

WAS ~~89c~~ **79c**

American made, non-shedding DeLuxe 12-inch wreath; closely woven gathered imitation holly leaves, silver color mistletoe berries. Glazed green flowered ornaments. Red imitation drip candle sprayed with silver color. Mazda 120-volt C-7½ lamp. 4½ feet of cord. 2-way plug. Shpg. wt., 1 lb.

49 V 6229......79c

DOUBLE FACED LIGHTED WREATH

WAS ~~$1.79~~ **$1.29** SPECIAL

Lights up both sides to show light in both room and out of window. Light gleams through transparent holly and poinsettia designs. Solid metal frame, silvery color glittering spangled sprayed surfaces. 10-in. diam., 1¾ in. deep. Lead wire, add-on plug and 110-120 volt Mazda lamp. Shpg. wt., 1 lb. 8 oz.

49 V 6240.....$1.29

9-PIECE DECORATION SET

6-in. red bell. 8¾-in. star. 8¾-in. window wreath. Two 9-ft. red and green roping garlands with silvery color bells and stars. Four 4-in. diam. auto wreaths, all covered with fiber roping. Imported from Japan.

49 V 6201—Shpg. wt., 1 lb. **39c**

15-PIECE COLORFUL DECORATION SET

Decorate the entire house with these bright red and green trimmings. A big favorite always. Four 10-foot paper garlands about 4¾ in. square; 13-in. bell; eight 5-in. bells. Honeycomb close-mesh tissue paper; two 11½-in. window wreaths with bell. A big value for little money.

49 V 6220—**Complete.** Shpg. wt., 14 oz. **39c**

HANGING DECORATION

Honeycomb tissue paper wreath, 19 in. in diameter. Folds flat. One 9-in. and four 4-in. diameter tissue bells. 23 in. overall. Shpg. wt., 5 oz.

49 V 6213...... **25c**

CHRISTMAS BELLS

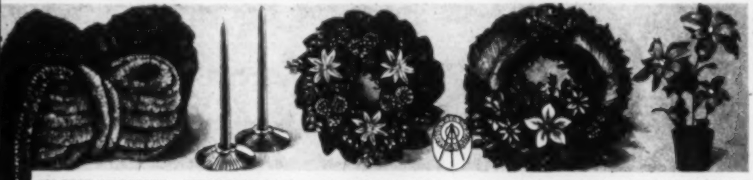
Decorate your home with red tissue paper bells. Shpg. wt., 7 oz.

12 Bells, 5¾ in. High

49 V 6210....19c

6 Bells, 9½ in. High

49 V 6211....19c



180 FEET OF ROPING

We pay more to get this round fiber, 11/16-in. roping, because it's known for thickness, texture, color! Imported from Japan. Shpg. wt., 1 lb. 2 oz.

49V6205—Red.. **20c**

49V6206—Green.. **20c**

49V6207—Blue.. **20c**

NEW CONSOLE SET

2 silvery color sparkling metallic foil covered candle holders. Foil crinkled effect and pleated to add luster—2 11-inch, tapered, dripless red candles. Shpg. wt., 2 lbs.

49 V 6228.. **39c**

NEW MAGNOLIA WREATH

Usually $1.50. Remember your beloved ones this Christmas. 16-in. wreath, 9 white frosted cones, 3 poinsettias—Red berries interspersed with Ruscus leaves, striking design. Easel stand for cemetery use. Shpg. wt., 3 lbs.

79 V 6250........ **98c**

18-IN. OAK WREATH

Regular $2.00 Value. 18-in. oak leaf tinted in rich silver and red color bronzes. With easel stand for cemetery use. Full center has 1 large, 2 smaller poinsettias, 2 large cycas sprays, ruscus. Shpg. wt., 4 lbs.

79 V 6251... **$1.49**

POINSETTIA PLANT

21 inches high. $1.00 value. Poinsettia plants bring Christmas spirit. Realistic 2 large and 1 smaller artificial poinsettias, green leaves. Stem of holly with red berries. Shpg. wt., 2 lbs.

79 V 6235.... **69c**

SEE THE UNUSUAL GIFT TOYS IN SEARS BIG GENERAL CATALOG

NOMA AMERICA'S DE LUXE TREE LIGHT SETS

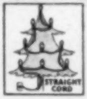
NOMA
Decorative LIGHTING PRODUCTS
WOOD BEADS HOLD SOCKETS FIRMLY
Decorative LIGHTING PRODUCTS by
SPRING CONTACT SOCKETS

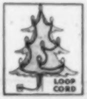
INDOOR SETS—NEW LOW PRICES

$1.15 7-Light Set

When One Goes Out Others Stay Lit. Each light, 110-volt, separately wired. The nation's favorite, because they're so practical, cost less this year and give that extra light that makes your tree sparkle more. Adjustable wood beads hold sockets firmly (see insect). Straight line cord with base and extension plug. 110 to 120-volt Mazda lamps have longer life rating than usual 15-volt lamps.

7-Light	15-Light	20-Light
$1.30 Value. Cord 12 feet long. Shipping weight, 14 oz.	**$2.75 Value.** Cord 23½ feet long. Shipping weight, 1 lb. 8 oz.	**$3.75 Value.** Cord 30 feet long. Shipping weight, 2 lbs.
49 V 6569	**49 V 6571**	**49 V 6572**
$1.15	**$2.39**	**$2.98**





8 SERIES LIGHTS

59¢ Loop Style

Long life at big savings! Series 110-volt sets usually have 8, 15-volt bulbs—they give brighter light and more cheerful tree. Rayon covered cord.

Straight cord—Easy To Drape—90c Value. Patented middle connector and outlet plug. Wood beads. Shpg. wt., 14 oz.
49 V 6567..........**79c**

Loop Cord—75c Value. Bargain. Extension plug.
49 V 6585 — Shipping weight, 12 oz..........**59c**

OUTDOOR—WEATHERPROOF

$1.49 7-Light Set

When One Goes Out Others Stay Lit. Each bulb, 110-120 volt, burns independently. Color will not wash off. Sockets and wiring waterproofed for outdoors. Spring contact sockets hold bulbs firmly. Straight style with base and extension plugs.

7-Light	15-Light	20-Light
$1.70 Value 7 Mazda bulbs. Cord 12 ft. long. Shpg. wt., 1 lb. 8 oz.	**$3.50 Value** 15 Mazdas, 1 string. 24½-ft. cord. Shpg. wt., 2 lbs.	**$4.75 Value** 20 Mazdas, 1 string, 32-ft. cord. Shpg. wt., 3 lbs.
49V6564	**49V6562**	**49V6561**
$1.49	**$2.98**	**$3.98**

ALL NOMA DE LUXE AND REAL-LITE SETS LISTED BY UNDERWRITERS FOR 110-120 VOLT A. C. OR D. C.

15 VOLT
110 VOLT INDOOR
110 VOLT OUTDOOR

MAZDA BULBS

3 STYLES: It's easy to buy the correct bulbs.

15-Volt Mazda Bulbs for Series Sets

Series sets have 8, 15-volt bulbs, making unit of 110 to 120 volts. For sets comparable to 49V6567, 49V6585, 49V6520.

Cat. No.	Colors	Shpg. Wt.	
49 V 6588	3 Asstd.	6 oz.	14c
49 V 6591	10 Asstd.	11 oz.	43c
49 V 6587	10 Blue	11 oz.	43c

15-Volt Japanese Bulbs for Series Sets
49 V 6589—6 Bulbs. Wt., 6 oz. 10c

110-120 Volt Mazdas for Indoor Sets

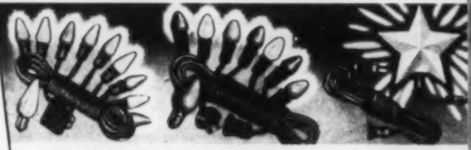
Fit candelabra base. Bulbs burn independently. Use with sets comparable to Catalog Nos. 49V6569, 49V6568, 49V6571.

Cat. No.	Colors	Shpg. Wt.	
49 V 6579	3 Asstd.	5 oz.	22c
49 V 6566	10 Asstd.	12 oz.	69c
49 V 6575	10 Blue	12 oz.	69c

110 to 120-Volt Mazda Lamps for Outdoor Sets—Intermediate Base—Inside Colored

Weatherproof bulbs. Use with sets comparable to Catalog Nos. 49V6561, 49V6562, 49V6564.

Cat. No.	Colors	Shpg. Wt.	
49 V 6595	3 Asstd.	5 oz.	29c
49 V 6597	10 Asstd.	12 oz.	85c
49 V 6594	10 Blue	12 oz.	85c



REAL-LITE BARGAIN QUALITY SETS

69¢ **9-light series sets.** If you prefer this type to standard 8 bright light series sets. 9 15-volt **Mazdas** on quality cord. Extension plug. Shpg. wt., 11 oz.

For 120-Volt
49 V 6520..........**69c**

For 32-36 Volt Current
9 4-volt bulbs in series.
49 V 6521..........**69c**

Loop Style, 8, 15-Volt Japanese bulbs. Cap plug only. (Not shown). Shpg. wt., 12 oz.
49 V 6590..........**25c**

85¢ 7 Independently Burning Bulbs at new low bargain price. No hunting for burned out bulbs. Each 120-volt Mazda bulb burns independently. When one burns out, others stay lit. Cord with end plug for adding more sets, making continuous string. Shipping wt., 1 lb.
49 V 6568..**85c**

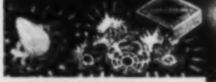
3½-Inch TREE TOP

21¢ Pig Tail star tree top fits in any socket of 110-volt series set. Japan. Shpg. wt., 3 oz.
49 V 6512.....**21c**

Extension Cords
Listed by Fire Underwriters. Shpg. wt., 12 oz.

12-Foot Indoor
49 V 6516.....**25c**

25-Foot Outdoor
49 V 6517—Weatherproof. Shipping weight, 1 lb......**49c**



EIGHT REFLECTORS

Sparkling, silvery color Kristolite metal. Colorful designs. About 2½ in. diameter. Bulb not included.
49V6513—Shipping weight, 8 ounces..........................**19c**

7-Inch TREE TOP

Red tinfoil star, 3 garlands. Shipping weight, 5 ounces.
49 V 6502...**21c**

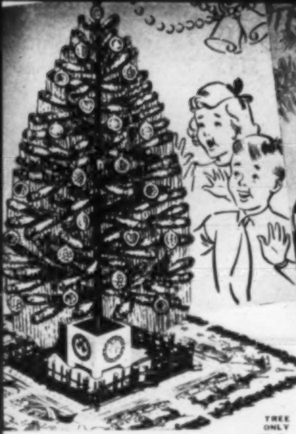
COLORFUL TREE STAR SET

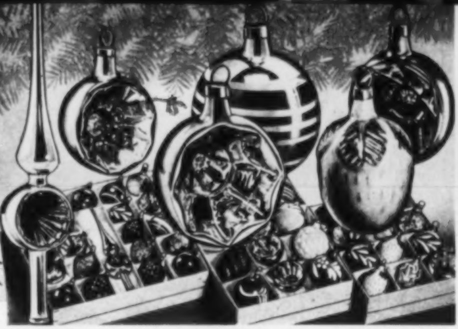
Beautiful 9½-in. silvery color reflector tree star. 15 heavy cardboard, 3½-in. reflectors, metallic finish, paper covered. Bulb not included. Shpg. wt., 7 oz.
49 V 6603—Complete...**29c**

CARTOON OUTFIT

69¢ Eight 15-volt Japanese bulb loop series set. American made cord. Add-on plug. Dick Tracy, Kayo, etc. Gay colors. Shpg. wt., 12 oz.
49 V 6533..**69c**

8 Bulbs Only
49 V 6592..**39c**





22 PC. BARGAIN TREE TOP SET 42c

Average size, 1¼ in. in diameter. 21 hand painted glass ornaments and a 6-inch reflector tree top. 5 rich, sparkling reflectors with multi-color effect centers; fancy shapes in lustrous reds, deep rich blues and other colors. Blown glass. Made in Germany.

49 V 6641—22 Ornaments. Shipping weight, 14 oz. **42c**

12 PAINTED BY HAND 33c

The finest you could choose. Average size, 1⅝ in. 6 attractive balls, brightly colored; 4 expensive sparkling reflectors with colored centers. 2 colorful clusters. Blown glass. Made in Germany. Dandy low price set.

49 V 6613—Box of 12. Shpg. wt., 8 oz. **33c**

12 COLORFUL WINNERS 25c

Made especially for small trees. Average size, 1½ in. Bright colors. 6 fancy colorful balls; 4 reflectors with rich multi-colored centers; 2 smart clusters. Assorted designs. Blown glass. Made in Germany.

49 V 6607—Box of 12. Shpg. wt., 5 oz. **25c**

SAVE ON LIFELIKE TREES!

TREE ONLY **21c** AND UP

- **Finest quality, artificial Christmas trees; last a lifetime.** • **Fold up.**

Plain holder on 25 and 30-in. trees. Natural green color. Made in Germany. Carpet, fence, trimmings not included. See below.

Catalog Number	Height (Incl. Pot)	Branches		Shpg. Wt.	Price Each
		Large	Side		
49 V 6691	25 in.	20		1 lb.	$0.21
49 V 6692	30 in.	25	6	1 lb. 4 oz.	.37
79 V 6693	42 in.	39	24	4 lbs.	.79
79 V 6694	54 in.	51	42	5 lbs.	1.39
79 V 6695	66 in.	66	84	6 lbs.	2.49
79 V 6696	74 in.	80	126	9 lbs.	3.59

Wood Twig Fence

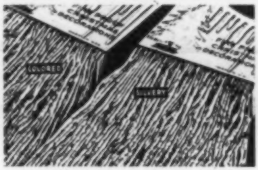
4 sections. 1½ ft. sq. 3½ in. high. (Germany.)

49 V 6680—Shpg. wt., 1 lb. 8 oz. **45c**

Christmas Tree Mat

Colorful, sturdy Kraft paper. 4 ft. square.

49 V 6679—Shpg. wt., 4 oz. **10c**



SEARS FIREPROOF TINFOIL ICICLES

- **Colored or Silvery Extra Long Strands.**

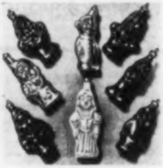
Beautiful wavy effect heightens the glimmer and helps create cheerful, Christmasy feeling. Sears icicles are famous for their rich luster, life and sparkle, and low priced. Buy several boxes! 3 ounces of icicles on card to prevent tangling. Shpg. wt., box, 5 oz.; 3 boxes, 14 oz.

Assorted Colors

49V6508—Box **10c**
3 Boxes for **27c**

Silver Color

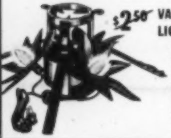
49V6509—Box **8c**
3 Boxes for **22c**



NEW SNOW WHITE, DWARFS

American Made. Kiddies will love to hunt for Snow White—Dopey—Grumpy and the other 5 lovable Dwarfs hung all over your tree. Snappy bright colors. Snow White 4 in. tall. Dwarfs average 3 in. Blown glass ornaments in realistic shapes. Shpg. wt., 1 lb.

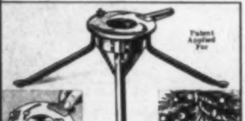
49 V 6619
8 Ornaments **79c**



~~$2.50~~ VALUE ELECTRIC LIGHTED STAND $1.98

Noma "quality" all metal 3, 120-volt Mazda lamps in centers of 3 red poinsettias. Water well; insulated rubber cord. Outlet to attach tree lights. Adjustable. Shpg. wt., 4 lbs.

79 V 6550 **$1.98**

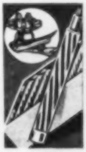


NEW IDEA IN TREE STANDS

89c

No screws to tighten—no fuss. Sears engineers designed it to save you time and effort. Just pull hand lever, strong claws lock tree and keep it straight. Holds trees with trunks up to 3-in. diam. Sturdy steel. Water well. Rubber tipped steel legs.

49 V 6546—Shpg. wt., 3 lbs. **89c**



48 CANDLES

3½ in. tall. Odorless, almost dripless. Shpg. wt., 1 lb.

49 V 6599 **19c**

12 HOLDERS

Ball socket. Made in Germany. Shpg. wt. 6 oz.

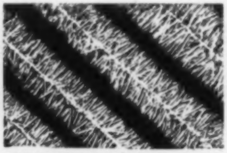
49 V 6537 **23c**

14-IN. HIGH **49c**

TREE AND 9 ORNAMENTS

White artificial table tree with rich, silvery white branches. 6-in. reflector glass tree top. 8 blue ornaments about 1¼ in. Pretty designs. Made in Germany. Shpg. wt., 1 lb. 8 oz.

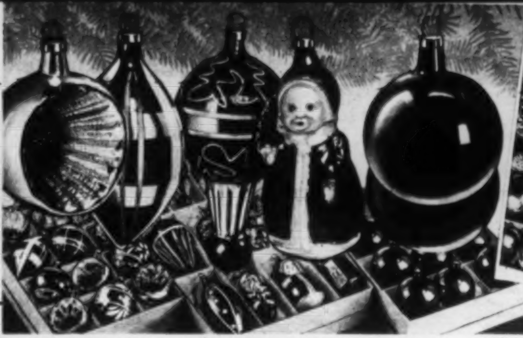
49 V 6644 **49c**



TINSEL GARLANDS—SILVER PLATED

Bargain priced! Sears rich, full garlands are made to our own specifications . . . extra weight of tinsel per foot for this thick pile, de luxe quality. You get the best at the lowest price. No tree is complete without them. Silver plated over copper. Shipping weight, 6 ounces.

49 V 6574	45-Ft.	½-In. Tinsel	21c
49 V 6580	30-Ft.	¾-In. Tinsel	21c
49 V 6583	24-Ft.	1-In. Tinsel	21c
49 V 6584	18-Ft.	1¼-In. Tinsel	21c



12 NEW BEAUTIES POPULAR SIZE 45¢

Sizes from 1¾ in. to 2⅜ in. These air-spun glass ornaments are very colorful and cheerful. Set includes 6 expensive reflectors with flashing multi-colored centers. 4 colorful balls and 2 handsomely hand painted oblongs, trimmed with mica stripes. Blown glass. Made in Germany. Shipping weight, 10 ounces.

49 V 6614—Box of 12....**45¢**

12 FANCY SHAPES FOR KIDDIES 59¢

For modern trees. Average size, 3½ inches. Beautiful glass ornaments. 3 oblongs, one with double reflector; a pine cone; 2 balloon shaped ornaments; lighthouse, a Santa Claus figure, a doll, and three others, still different. Blown glass, hand decorated. Made in Germany. Shipping weight, 1 pound.

49 V 6617—Box of 12....**59¢**

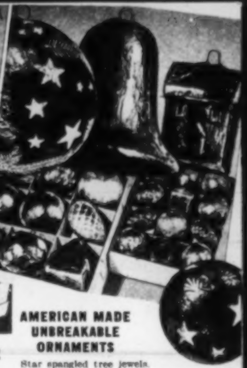
12 BLUE BALLS 2-IN. SIZE 39¢

Very popular! New rich deep, all-blue ball ornaments are the very latest for the Christmas tree. They add a distinct, striking beauty—full of luster and life. Blown glass. Made in Germany. Shipping weight, 10 ounces.

49 V 6622—2-inch size ..**39¢**

1⅝-inch size for smaller tree. Shpg. wt., 8 oz.

49 V 6608—Box of 12.. **27¢**



AMERICAN MADE UNBREAKABLE ORNAMENTS

Star spangled tree jewels. Moulded of shatterproof pulp covered with brilliant foils, ingeniously applied. They radiate color, sparkle and luster. Assorted shapes.

12 2⅜-IN. SIZE 53¢

Includes acorns, balls—cute houses. Shpg. wt., 1 lb.

49 V 6624...**53¢**

12 1⅝-IN. SIZE 37¢

Assorted pretty shapes. Bright colors. Shpg. wt., 10 oz.

49 V 6623...**37¢**

250 HANGERS

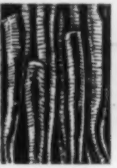
Easy way to attach ornaments. Nickel plated wire. 2 boxes containing 125 hangers each. Shipping weight, 8 oz.

49 V 6544
250 Hangers **10¢**

AMERICAN MADE

12 unbreakable foil ornaments. Very popular assortment. Highest gloss finish color and luster in these blinker-foil, fancy shaped ornaments. Sizes from 5⅜ to 2⅝ inches. Assorted styles and shapes. Shpg. wt., 10 oz.

49 V 6620
Box of 12........**39¢**



36 ICICLES

Coiled, spiraled flat copper wire, silver plated with mirror-like sparkles of light and shadows.

49V6501—36 icicles, 3¼ in. long
Shpg. wt., 6 oz.. **19¢**

49V6505—36 icicles, 5 in. long
Shpg. wt., 7 oz.. **25¢**

6 BRIGHT BIRDS

"Pretty" up your tree with these beautiful ornaments. Handcolored full blown glass. Shiny spun glass tails. Spring clip. Average size, 5⅜ inches overall. Made in Germany. Shipping weight, 8 ounces.

6 Birds
49 V 6642 . **29¢**

20 UNBREAKABLE BLINKERS

29¢

Save 35%. Sears de luxe. More beautiful and popular than ever. 6-leaf, colorful blinkers formed by layers of foil, sewed in center. Fasten on tree, windows, doors. Stars, balls, bells, butterfly, etc. 2 to 4½-inches in diameter. 10-foot chain of single foil discs.

49 V 6529—Shpg. wt., 3 oz.**29¢**

8 HOUSE CHRISTMAS VILLAGE

59¢

Snow effect covered roofs. Many different uses! Fill with candy or insert tree light bulbs. This gives a cheery Christmas touch. Place on branches or under tree. Hide them, surprise the children. They also make colorful scenery for their toy train. Average size, 4½x3⅝x3 in. Unit of 8 houses makes a complete village. Made in Japan. Shipping weight, 2 pounds.

49 V 6638—**Complete** ....**59¢**

12 FAMOUS RELIGIOUS FIGURES

98¢ AND UP

Finest quality. Used in churches, schools, etc. Christ Child in crib, Mary, Joseph, Three Wise Men, Shepherd, animals. Largest set illustrated. Smaller sets vary in details. Composition figures. (Germany.)

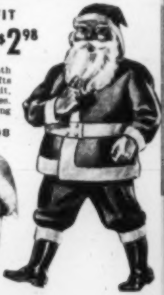
Catalog No.	Tallest Fig.	Shpg. Wt.	Price
49 V 6675	4⅝ in.	1 lb. 10 oz.	$0.98
49 V 6676	5½ in.	2 lbs. 2 oz.	1.98
79 V 6677	6¼ in.	4 lbs.	2.98
79 V 6678	8¼ in.	6 lbs.	4.98

SANTA CLAUS OUTFIT

$2.98

Cotton flannel. Not just cambric. Nothing makes the little folks happier on Christmas day than to see jolly Santa himself. Waxed cloth mask, wool-like beard, tufts and eyebrows; 2-piece suit, shiny patent leather puttees. Fit average person. Shipping weight, 2 lbs. 10 oz.

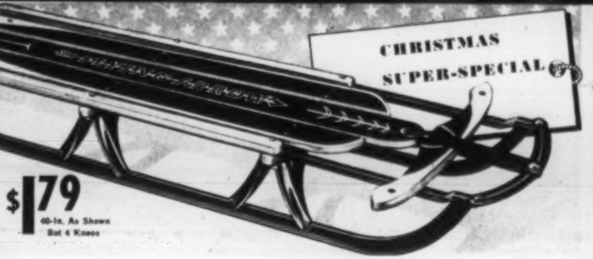
49 V 6618..........**$2.98**

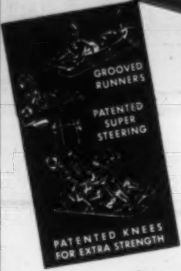


SANTA CLAUS CLOTH MASK

Big value! Waxed mask looks like Santa. White, wool-like beard, tufts, eyebrows. Red cotton hood. Shipping wt., 8 oz.

49 V 6507
Each .... **49¢**





$1.79 40-In. As Shown But 4 Knees

WE CHANGED THE ADVERTISED NAME . . . YOU SAVE 50%

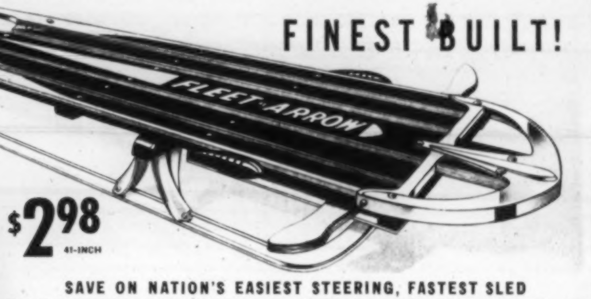
*** New turned-up heel runners prevent torn clothing and "digging in" on sharp turns.**

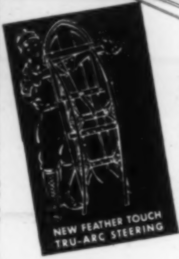
You can't beat 46 years of experience in sled making when it comes to building performance and value. Where else can you get, for these low prices, extra long hardwood top, in snappy black and red, extra strong steel front, spring steel runners, massive wood steering bar, placed well back so that it is more flexible, easier to steer? Sizes are over all.

DOUBLE CROSS BAR SLEDS FOR OLDER CHILDREN

56-Inch Sled	45-Inch Sled	40-Inch Sled	36-Inch Sled	32-Inch Sled
As shown with 6 knees. **Not mailable.**	As shown but 4 knees. **Mailable.**	As shown but 4 knees. **Mailable.**	As shown but 4 knees. **Mailable.**	As shown but 4 knees, straight runners, plain decoration.
79 VM 8327	**79 V 8326**	**79 V 8325**	**79 V 8324**	**79 V 8343**
Shpg. wt. 12 lbs. **$2.79**	Shpg. wt. 10 lbs. **$1.98**	Shpg. wt. 9 lbs. **$1.79**	Shpg. wt. 8 lbs. **$1.49**	**Mailable.** Shpg. wt., 7 lbs. **95c**

FINEST BUILT!




NEW FEATHER TOUCH TRU-ARC STEERING

$2.98 41-INCH

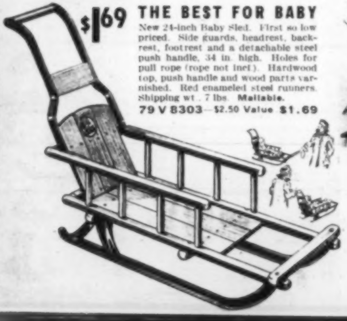
SAVE ON NATION'S EASIEST STEERING, FASTEST SLED

We don't believe you can buy a finer sled because our engineers insisted upon these features:

1. **Easy steering when loaded.** Almost effortless.
2. **Tru-Arc Action.** Runners bend from front to rear in one sweep, giving non-skid speed and perfect track in snow.
3. **Rigid runner supports.** Heavy cross braces riveted.
4. **Cadmium plated rust-resistant front bumper.**
5. **Full length side rails.** Give stronger, more rigid top.

Hardwood top enameled in black and red. Spring steel runners. Heavy metal knees. It's smooth as silk. Sizes are over all. 79 VM 8333 Not Mailable.

Catalog No.	Length	Knees	Shpg. Wt.	Prices
79 V 8331	41-inch	4	11 lbs.	**$2.98**
79 V 8332	47-inch	4	14 lbs.	**3.98**
79 VM 8333	53-inch	4	16 lbs.	**4.98**

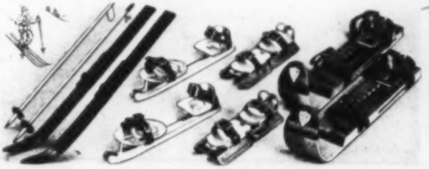


$1.69

THE BEST FOR BABY

New 24-inch Baby Sled. First so low priced. Side guards, headrest, backrest, footrest and a detachable steel push handle, 34 in. high. Holes for pull rope (rope not incl.). Hardwood top, push handle and wood parts varnished. Red enameled steel runners. Shipping wt., 7 lbs. **Mailable.**

79 V 8303—$2.50 Value **$1.69**



NEW SKI SET

40-in. skis. Hardwood, walnut finish. Toe strap; foot block. 34-in. poles with hand cord, snow ring. Shpg. wt., 4 lbs.

Complete Set

79 V 8319

89c

ARCO SKATES

New U-type steel tubulars for kiddies. Teach balance. 9½ in. long. Toe and ankle strap. Nickel plated. Shipping weight, 1 lb.

49 V 8310

Pair 89c

BOB SKATES

Double runners protect little ankles. Nickel plated steel; adjustable from 5⅝ to 7½ in. Web straps. Shpg. wt., 1 lb. 3 oz.

49 V 8317

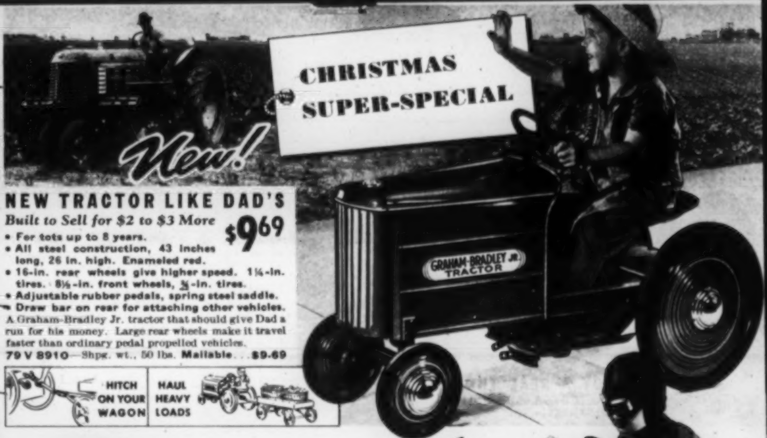
Pair 45c

SKI SKATES

For boys or girls. Real skiing skates, 12½ in. long, of hardwood. Adjustable heel plates to fit childs' shoes 9 to 12 in. long. Web straps. Shpg. wt., 1 lb. 4 oz.

49 V 8314

Pair 79c



NEW TRACTOR LIKE DAD'S

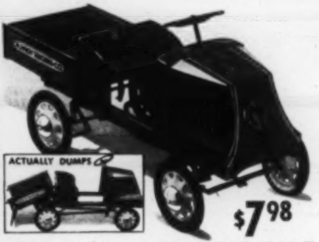
Built to Sell for $2 to $3 More

$9.69

- **For tots up to 8 years.**
- **All steel construction, 43 inches long, 26 in. high. Enameled red.**
- **16-in. rear wheels give higher speed. 1¼-in. tires. 8½-in. front wheels, ¾-in. tires.**
- **Adjustable rubber pedals, spring steel saddle.**
- **Draw bar on rear for attaching other vehicles.**

A Graham-Bradley Jr. tractor that should give Dad a run for his money. Large rear wheels make it travel faster than ordinary pedal propelled vehicles.

79 V 8910—Shpg. wt., 50 lbs. **Mailable . . . $9.69**

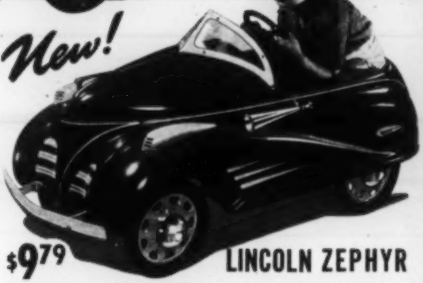


$7.98

SAVE $2.00 ON THIS BIG MACK

45-In. Real Dump Truck—For Tots Up to 8 Yrs. A big dump truck like this will get you your share of the road-building business. And here's a truck that "can take it"—heavy steel throughout. **Every inch a Mack** with big dump box, 15 in. long, 14 in. wide, 5 in. deep. Dome hub caps on 8½-in. steel artillery wheels, with ⅝-in. rubber tires. Red baked-on enamel finish, nicely decorated. Rubber pedals; **spring type chassis absorbs the jars, makes riding easy. 45 in long, 20 in. wide.**

79V8960—Big Mack. Shpg. wt., 38 lbs. **Mailable . . $7.98**



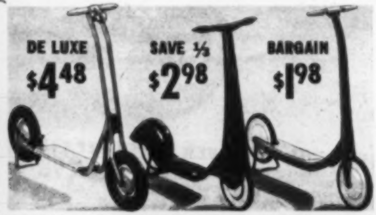
$9.79

LINCOLN ZEPHYR

GOGGLES AND HELMET, TOO. $3.00 SAVINGS!

Gangway! Here comes class! No wonder he's proud! **It has everything to appeal to children up to 6 years.** Streamlined headlamps (dummy). Bulb horn, front bumper, swanky windshield. Seat pad, adjustable pedals. Fenders form one-piece with body. New double disc steel wheels, ⅝-in. tires, hub caps. All steel, 17½ x 42½ in. long. Red enamel baked on. Ivory striping.

79 VM 8903—Complete Outfit Shpg. wt., 43 lbs. **Not Mailable . . $9.79**



DE LUXE $4.48

"Floats" on ALLSTATE 10x2-inch air tires. 1200-mi. Congo bearings. Stand, brake, bell. 41 in. long. Red and green. Shpg. wt., 17 lbs. **Mailable.**

79 V 8845 . . $4.48

SAVE ⅓ $2.98

Steel fenderette, and fender. 8¼-in. roller-bearing wheels; ⅝-in. tires. Stand, rubber grips. Blue and Ivory. 37½ in. long. Shpg. wt., 15 lbs. **Mailable.**

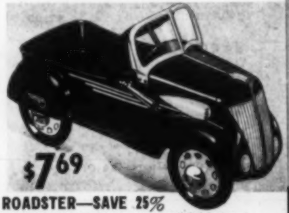
79 V 8843 . . $2.98

BARGAIN $1.98

Steel frame, 8¼-inch double disc, roller bearing steel wheels. ⅝-in. tires. Red enamel frame; Ivory wheels. 34 in. long. Shipping weight, 12 lbs. **Mailable.**

79V8842 . . $1.98

For
GYMS,
SLIDES,
SAND-
BOXES,
Etc.
Send for
FREE
Catalog
670V



$7.69

ALL STEEL ROADSTER—SAVE 25%

For Tots Up to 6 Years. Dubonnet (maroon) enamel finish, Ivory trim. Radiator ornament, split windshield, bulb horn, dummy streamlined lights. 8¼-inch steel artillery wheels; ⅝-inch tires. Size, 35½ x 15½ inches. Rubber pedals.

79 V 8902—Shipping weight, 30 pounds. **Mailable $7.69**

Red Racer for Tots Up to 4 Years. Similar but no horn, windshield, lights, fenders. Plain disc steel wheels; ½-inch tires.

79 V 8901—Shipping weight, 22 pounds. **Mailable $4.79**

CHRISTMAS
SUPER-SPECIAL
Clipper
NEW 1200-MILE
CONGO BEARINGS
PATENTED
BOLSTER

$1.79
79 V 7677

GIVE SOME BOY A REAL THRILL!

Not the usual, 28-inch $2.00 wagon with plain bearing wheels, but a big, full 33½x15-in. size, $3.00 value, heavy steel wagon. 8-in. wheels; new, silent, 1200-mile Congo bearings (see right). ¾-in. rubber tires. Steel braces, tubular steel handle. Red enameled.
79 V 7677—**Mailable.** Shpg. wt., 26 lbs. **$1.79**

~~$4~~ VALUE HIGHWAY KING $2.59
1-Pc. 33½x15-In. Body

(*Not illustrated.*) First time a one-pc. steel body, 4½ in. deep with rolled top edge and reinforced beading in bottom. New artillery spoke, 9¾-in. disc steel wheels, Congo bearings; ¾-in. rubber tires. Extra strong steel bolsters, tubular steel handle. Red enameled.
79 V 7644—**Mailable.** Shpg. wt., 30 lbs **$2.59**

Ball
Bearing
Drive

$2.98

NEW HAND CAR, 32 X 15½ IN.

Shaped, 13x6-in. wood seat mounted on springs. For children up to 7 years. 9½-in. rear, 7-in. front double disc, roller bearing steel wheels, ¾-inch tires. Enameled in red and black, white trim. Shipping weight, 20 lbs.
79 V 8803—**Mailable** **$2.98**

BARGAIN SCOOTER

$1.00

$1.50 Value. Ball bearing wheels. Rubber cushioned, flexible steering . . . take curves at high speeds. Streamlined, steel footboard. Rubber shock absorbers take you smoothly over the bumps. Handle, 28¼ in. high. Finished in snappy red and green enamel. Shipping weight, 5 pounds.
79 V 8831—**Mailable** **$1.00**

New!
SUPER ZEPHYR
TAIL GATE
STORAGE BOX
PATENTED
SEARS, ROEBUCK

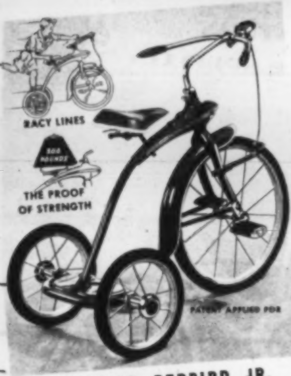
NOW COMES THE SEARS NEW SUPER ZEPHYR

$5.98

You've never seen anything hotter than this new streamliner. Even $8.50 wagons don't have these features—they are Sears own.
- **Glove and tool compartment in front with hinged door, lock and key.**
- **Hinged tail gate with tail light reflector.**
- **New, double tubular steel handle, smooth turned wood grip.**

Body, 36x17¾x5¼ in., auto fender steel; strong beaded bottom; ends of sides recessed. Roller bearing, 10-in. spoke steel wheels, 1-in. tires. Brilliant red enameled, ivory color trim. Silvery color handle and undergear.
79 V 7674—Shipping weight, 43 pounds. **Mailable** **$5.98**

3-IN-1 TRUCKS AND WAGON TRAILERS IN BIG CATALOG

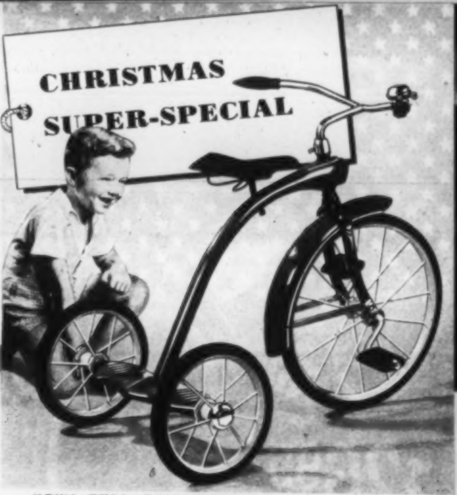


BALL-BEARING REDBIRD JR.

$6.98
79 V 8731

Stewart-Warner Speed Clock alone worth $1. Other features: Sears design, crown type front fender and metal hub caps. Troxel adjustable saddle on concealed springs. Realistic looking instrument panel. Rear wheels set wide apart to prevent tipping. Welded steel frame, strongest construction known. 1⅛-in. rubber tires. Adjustable handlebars, rubber grips and pedals. Enameled red, ivory trim. Measure child from crotch to instep. **Mailable.**

Catalog Number	Front Wheel Diameter	Crotch to Instep Adj.	Shpg. Wt.	Price
79V8731	12 in.	17 to 19 in.	25 lbs.	$6.98
79V8732	16 in.	20 to 22 in.	30 lbs.	7.98
79V8733	20 in.	22 to 24 in.	34 lbs.	8.98



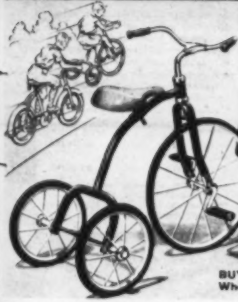
NEW! FULL BALL BEARING—SAVE $1.50

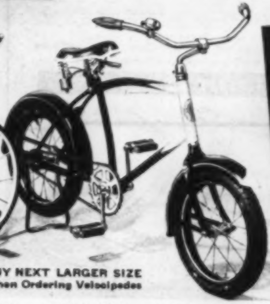
$4.98
79 V 8761

Check other stores and see what a bike with these features will cost! 1¼-in. tubular steel frame. Steel step plates. Regular bike front fork. Gothic fender. Chromium plated adjustable handle bars. Spoke wheels with 1-in. solid rubber tires. Streamline pedals, bell. Adjustable spring saddle. Snappy red finish; ivory spokes. Be sure to measure child from crotch to instep. **Mailable.**

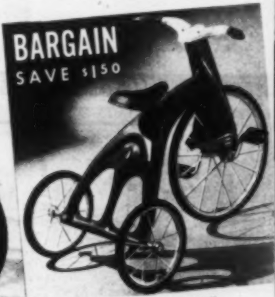
Catalog Number	Size, Front Wheel	Crotch to Instep, Adj.	Shpg. Wt.	Price
79 V 8761	12 inches	17 to 19 in.	20 lbs.	$4.98
79 V 8762	16 inches	20 to 22 in.	22 lbs.	5.98
79 V 8763	20 inches	22 to 24 in.	24 lbs.	6.98

SEARS BIG CATALOG OFFERS BIG SAVINGS ON VELOCIPEDES





BUY NEXT LARGER SIZE
When Ordering Velocipedes



BALL BEARING FRONT WHEEL

$3.39
79 V 8647

Tubular steel bikes at split frame bike prices! Spoke wire wheels. ¾-in. tires. Adjustable, steel, spring saddle. Rubber pedals, grips. Green enameled frame and fork; ivory color trim. Measure child from crotch to instep.

Catalog Number	Front Whl. Diameter	Crotch to Instep, Adj.	Shpg. Wt.	Price
79V8647	12-inch	16 to 18 in.	15 lbs.	$3.39
79V8648	16-inch	18 to 20 in.	19 lbs.	4.19
79V8649	20-inch	21 to 23 in.	22 lbs.	4.98

NEW! SIDEWALK BIKES

$15.98

20% saving! For 5 to 10-yr.-olds. Air-filled 2-in. tires. Tubular steel frame. 14-in. wheels. Adjustable handlebars. Bell. Spring saddle. Stand. Shipping wt., 35 lbs. **Mailable.**

79 V 8667—Boys. Maroon, ivory trim. . **$15.98**
79 V 8668—Girls. Blue, ivory trim. . . . **15.98**

Low Priced Two-Wheeler (Not Shown). No straddle bar. For little tots. Plain bearing pedals. 12-in. wire wheels. ⅝-in. solid rubber tires. Plain saddle. No fenders, bell. Red finish.
79 V 8674—Shipping weight, 25 lbs **$9.69**

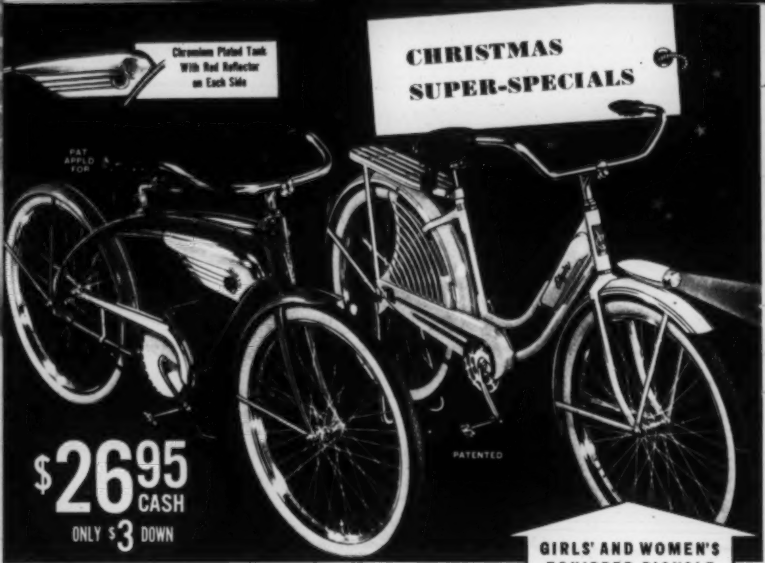
HEAVY STEEL FRAME

$1.98
79 V 8673

Ball bearing front wheel. Adjustable saddle. Rubber grips, pedals. ⅝-in. tires. Red enamel. Small size has plain bearing wheels; ⅝-in. tires.

Catalog Number	Front Wheel	Crotch to Instep Adj.	Shpg. Wt.	Price
79V8673	10 in.	13 to 15 in.	9 lbs.	$1.98
79V8682	12 in.	15 to 17 in.	13 lbs.	3.19
79V8683	16 in.	18 to 20 in.	18 lbs.	3.98

CHRISTMAS SUPER-SPECIALS



$26.95 CASH

ONLY $3 DOWN

New TWIN-BAR DESIGN—EXCLUSIVE AT SEARS

- **SEARS EXCLUSIVE** Alemite Pressure Lubricating System. With Alemite gun.
- **SEARS EXCLUSIVE** Air-Cooled Brake has much more cooling surface

Be first with the latest! You'll lead the parade on Sears new, streamlined bike. Double-bar frame of 1-piece continuous tubing—built extra strong, like a suspension bridge. Chromium plated chain guard. Full size Crusader balloon tires, 26x2⅛ in. with inner tubes. Kick-up stand. Full size frame, adjustable from 29 to 34 in., seat to pedal. **Colors:** Red or Black with ivory trim. **State color.**

6 VM 5086—FOR BOYS AND MEN. Shpg. wt., 70 lbs. **Cash**.........**$26.95**

For Easy Payment Terms, See Sears General Catalog.

MORE BIKE VALUES IN SEARS BIG CATALOG

GIRLS' AND WOMEN'S EQUIPPED BICYCLE

- **Alemite Pressure Lubricating System allows thorough lubrication of mechanical parts.**
- **Sears Elgin Air-cooled Brake with radiating fins—keeps brake at proper temperature.**

As modern as the Modern Miss! No other bike has such features as—pressed steel skirt and chain guard; Gothic fenders; ornamental tank; steel luggage carrier; self-contained electric headlight—insert two flashlight batteries (not included) and it's ready for use. Crusader Balloon tires 26x2⅛ in. with inner tube. **Colors:** Ivory with brown trim. Blue with ivory or Green with white trim. **State color.** Shpg. wt., 67 lbs.

6 VM 5089—Cash.....**$26.95**

All bicycles shipped from Chicago, Philadelphia, Boston, Cleveland, or Binghamton, N. Y. Order from nearest Mail Order House.

Bike Trailer

TURN WORK INTO PLAY!

$4.98

Double your profits during "after school" hours by carrying more milk cans, groceries, or newspapers in this 34x15½x4½-in. deep bike trailer. Easily attached to any bicycle by strong steel adjustable brackets. Pivot joint permits turning easily. It's a real thrill, too, to "float" on these 10x2-in. air tires and 1200-mile Conco bearings.

79 V 8855—Shpg. wt. 24 lbs.......**$4.98**

BIKE SPEEDOMETER

$2.69

The gift of gifts—for boys and girls. Records all bicycle speeds accurately, also total mileage traveled. Mounts on handlebar. Fits 26 or 28-inch wheels whether with balloon or single tube tire. Shipping weight, 2 pounds 2 ounces.

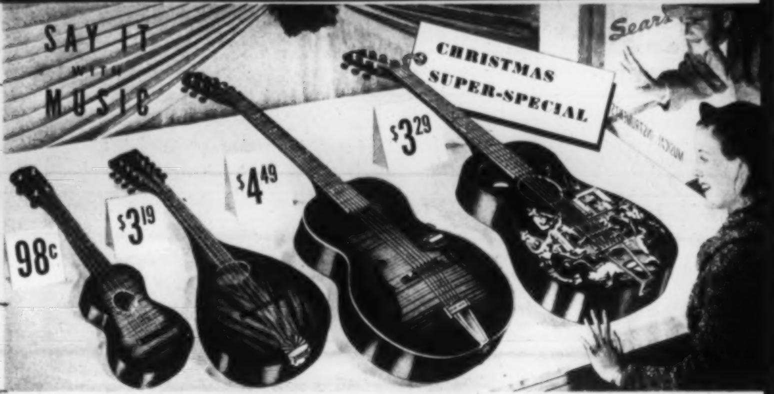
6 V 5374.........**$2.69**

ELECTRIC HEADLIGHT

89c

Case is WHITE enamel, chrome band and besel. A complete unit without wires; uses two flashlight cells (not included). Shpg. wt., 1 lb. 8 oz.

6 V 5424.........**89c**



GIVE A "UKE"

How it will "give" in return! Extra volume of tone that usually costs $1.50. Birch body with beautiful shaded mahogany finish design. Non-slip pegs. Complete with instruction book and pick. Shpg. wt., 3 lbs.

12 V 462........ **98c**

MANDOLIN BARGAIN

Rich tone and appearance. Birch back, sides and top with dark mahogany finish. Mahogany grained effect top. Position marked fingerboard. Nickel plated tailpiece with sleeve guard. Instructions, pick. Shpg. wt., 4 lbs.

12 V 378.... **$3.19**

FULLY ARCHED GUITAR

A real $10 value. Auditorium size, 15x40 in. **Nickel plated name plate tailpiece.** Birch body, beautiful mahogany graining. FF holes. 14 frets clear of body. Instruction book and pick. Shipping wt., 9 lbs.

12 V 261 .... **$4.49**

12 V 2261—Above with Canvas Case. Shpg. wt., 11 lbs. .**$6.45**

"SINGING COWBOY" GUITAR

The youngsters will love it! Gun-metal finish. Cowboy scene in vivid red and yellow. Standard size. Flat top and back, birch body. Instructions, pick. Shpg. wt., 8 lbs.

12 V 237............... **$3.29**

12 V 4432—3 picks, steel bar, adjusting nut and book for playing above in Hawaiian style. Shipping weight, 6 ounces............... **23c**

EASY TO PLAY
5 MINUTE CORNET TRUMPET COURSE

IDEAL GIFTS—$15 to $18 VALUES $7.95 Brass

Bargains! Famous Czechoslovakian make. Sweet tone, easy blowing, smooth action. Instruction book.

16-In. Cornets

B-Flat with slide to A. 4⅜-in. bell. Shipping weight, 5 lbs.

12 V 705—Brass. **$7.95**

12 V 706—Gold Color Lacquer....... **$8.95**

Trombones

B-flat tenor. 45½ in. long. 7-in. bell. Shipping weight, 10 lbs.

12 V 783—Brass. **$7.95**

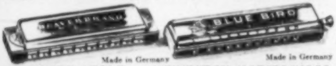
12 V 784—Gold Color Lacquer....... **$8.95**

19¼-In. Trumpets

B-Flat with slide to A. 4½-in. bell. Shipping weight, 5 lbs.

12 V 715—Brass. **$7.95**

12 V 717—Gold Color Lacquer....... **$8.95**



CONCERT STYLE

4½ in. long. Nickel plated covers. 10 double holes—40 reeds. Good tone and it's easy to play. Made in Germany.

12 V 5125
Shpg. wt., 6 oz. **45c**

NEWEST IN HARMONICAS

Regular and chromatic scales. 33 bronze reeds. Instructions.

12 V 5114—5 in. long. (Germany). Shpg. wt., 8 oz. **79c**

12 V 5116—7½ in. long. 22 double holes. 66 reeds. (Germany). Shpg. wt., 12 oz. **$1.39**

FINE ITALIAN MADE PIANO ACCORDIONS

FAMOUS FIDARDOS—120 BASS $110.00 Up

41 treble keys. Rich, resonant tone. Hand tuned Swedish steel reeds. Black celluloid covered frames, celluloid grille set with rhinestones. Treble coupler with indicator. Metal mesh bellows clasps. Shoulder straps, carrying case. Instruction book.

Formerly $132.50

12 V 651—3 sets reeds in treble, 5 in bass. Size, 7x18¼ in. Shpg. wt., 38 lbs. . **$110.00**

Formerly $149.50

12 V 652—4 sets reeds in treble, 5 in bass. Size, 7x18¼ in. Shpg. wt., 39 lbs. . **$119.50**

MARINO 48 BASS $49.95

Save! 34 treble keys. 2 sets of Swedish steel reeds in treble, 4 sets in bass. Nickel plated grille. White or black pearl effect celluloid covering. **State color.** Size, 6½x15½ in. Shoulder straps. Book. Wt., 27 lbs.

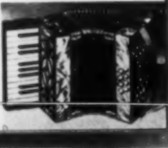
Formerly $57.50

12 V 665..... **$49.95**

BEGINNER'S PIANO ACCORDION

Good tone, quick action. Plays sharps and flats just like piano. 21 treble keys, 8 basses. Pearl effect celluloid frame, celluloid white keys. 2 sets bronze reeds in treble and bass. 5½x10⅝ in. Made in Germany. Shoulder strap. Instruction book.

12 V 660—Shpg wt., 13 lbs........ **$9.45**



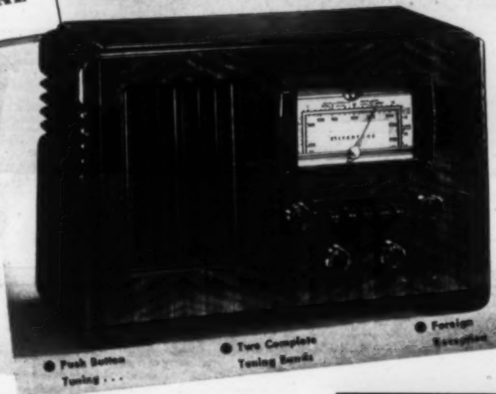
CHRISTMAS
SUPER-SPECIAL

SILVERTONE
7-TUBE
A. C. ELECTRIC
RADIO

Only

$21.95 CASH

$3 DOWN



Finest 7-Tube A. C. Electric Ever Offered At This Price

Just picture this under your Christmas tree! A full-size powerful 7-tube Silvertone A.C. Electric radio with every high-priced feature. A truly great Christmas Super-Special, because it's selling at the lowest price we've ever had for a radio of this size with Push-button Tuning! A wonderful gift that every member of the family will enjoy.

American and Foreign Reception: Here's a Silvertone 7-tube Radio powerful enough to bring you stations easily from far-away lands. Brilliant foreign reception on one tuning band, 6 to 18 M.C.; and all American stations on another, 545 to 1720 K.C.

Unmatched Tone—Push-Button Tuning: Mellow natural tone from the 6-inch Dynamic Speaker and personal tone control. And a startling feature at this low price—

Push Button Tuning of 5 favorite local stations! Just touch a button. Instantly and accurately your favorite station is tuned in. Setting is easily done right from the front. All U.-S. station call letters are supplied.

Streamlined Cabinet: An up-to-the-minute streamlined cabinet with the latest type sloping instrument panel of beautiful hand-rubbed two-tone walnut veneer. The gold colored illuminated dial is glass covered and easily read, with "Tuning Eye" in dial for accurate, easy tuning. Approved by Underwriters' Laboratories to operate on 110–125 volts, 50–60 cycles A.C. Available for 25 cycle at $1.50 extra. Size: 12½x18⅝x8¼ in. deep. **Mailable.** Shpg. wt., 21 lbs.

Try it on our 15-Day Home Trial Offer explained at right.

57 V 6025—Cash Price.......... **$21.95**

57 V 5575—Aerial Kit. Shpg. wt., 2 lbs. **59c**

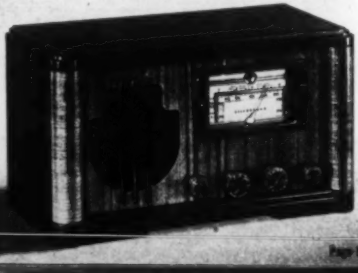
See Big Catalog for Easy Payment Terms.

LOW TRANSPORTATION COSTS—QUICK SHIPMENT . . . All Silvertone Radios on this and opposite page shipped from Chicago, Philadelphia, Boston, Kansas City, Minneapolis or warehouse at Binghamton, N.Y. or Cleveland, Ohio. Send order to Chicago, Philadelphia, Boston, Kansas City or Minneapolis, whichever is nearest

15-DAY HOME TRIAL OFFER

Try a Silvertone Radio right in your own home for 15 days entirely at our risk. Just order the Silvertone you prefer, sending the full cash price, or deposit with Easy Payment Order Blank. If, at the end of 15 days you are not completely satisfied, return it to us and we will refund your money including all transportation charges.

POWERFUL 6-TUBE ONE-BATTERY RADIO



$24.95 CASH

$3 DOWN

The lowest price we've ever made on a radio of this kind. Same quality elsewhere would cost $20 more.

American and Foreign Reception: Two Tuning Bands—American from 545 to 1720 K.C.; Foreign from 6 to 18 M.C.

Powerful—Economical: 6 tubes with 7-tube power. Operates on one 6-volt Storage Battery. Low battery drain.

Beautiful Tone: Dynamic Speaker. "Tuning Eye." Automatic Volume and Variable Tone Control.

Artistic Cabinet: Instrument panel of sliced walnut veneer, round vertical sides of walnut veneer. Size: 8¾x18⅞x10¾ in. high.

57 V 6075—Radio (Complete, Less only Storage Battery). **Mailable.** Shpg. wt., 21 lbs. Cash Price **$24.95**

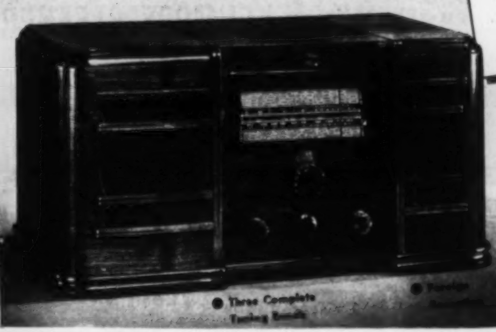
57 VM 736—Silvertone Radio Storage Battery. 21 plates. **Not Mailable.** Shpg. wt., 58 lbs **$8.49**

57 VM 737—Silvertone Powermaster Radio Storage Battery. 25 plates. **Not Mailable.** Shpg. wt., 68 lbs. **$11.95**

For money-saving combinations of radios and air chargers or gas chargers see our big General Catalog.

57 V 5575—Aerial Kit. Shipping wt., 2 lbs. **59c**

See Big Catalog for Easy Payment Terms.



CHRISTMAS
SUPER-SPECIAL

SILVERTONE
8-TUBE
BATTERY RADIO

Only

$29.95 CASH

$3 DOWN

8 Tubes! Guaranteed America's Greatest Battery Radio Value At This Price!

The tremendous power of this 8-tube Silvertone Radio will give you finest performance; it has no equal in tone quality, and in distance-getting ability, yet you get this super performance with the economy of ordinary 6-tube radios. We guarantee the batteries will outlast an identical set used in any other make of radio with same type and number of tubes and equal performance. No battery-wasting voltage regulators or ballast tubes are used in this set. Tune the short wave band for stations that are hard to get on regular band. See 15-Day Home Trial Offer on opposite page.

American and Foreign Reception: Three separate tuning bands. American Reception on 540 to 1750 K.C.; Foreign Reception on 6 to 18 M.C.; Short Wave on 1.7 to 6.1 M.C.

Amazing Tone—Excess Power: Power galore to bring in foreign stations with plenty of volume. High Fidelity Dynamic Speaker gives you the finest reproduction of voice and music you can get in a battery radio set. Two of the tubes serve a dual purpose—so in reality you get results that could only be expected from ordinary 10-tube sets.

Exquisite Cabinet: Instrument panel is of richly figured and matched walnut veneer, gently curved striped walnut veneer side panel and decorative grille. Size: 12⅞x23½x12 inches high. All dry batteries enclosed in cabinet.

Complete with 8 Super Silvertone Tubes; one 4½-volt Dry "A" Battery or 4-volt Storage Battery and two "B" Batteries. Shipping weight, 72 pounds. **Not Mailable.**

57 VM 4728A—With Dry "A" Battery. Cash Price....**$29.95**
57 VM 4729A—With 4-volt Storage Battery. Cash Price. **29.95**
57 V 5575—Aerial Kit. Shipping weight, 2 pounds........**59c**

Refer to Big General Catalog for Easy Payment Terms.

2 TUNING BANDS ... 6 TUBES ... MODERN CABINET

$24.95 CASH

$3 DOWN

Foreign Reception Guaranteed! True-to-Life Tone. Very low operating cost.

American and Foreign Reception: Two tuning bands: American stations from 540 to 1720 K.C.; Foreign Stations, 6 to 18 M.C. Names of foreign cities on dial.

Tremendous Range: In distance and power this 6-tube radio equals most 8-tube sets. Silvertone "Battery Saver" Circuit gives amazingly economical operation.

Glorious Tone: Latest type dynamic speaker. Safety-On-Off Indicator in dial; Automatic Volume Control; Variable Tone Control; two-tone gold colored dial.

Beautiful Modern Cabinet. Front panel is of figured walnut veneer with side panel of diagonally matched figured veneers. Center panel has attractive vertical maple inlays. All dry batteries are enclosed in cabinet. Equipped with **plug-in battery cables.** Size: 12¼x17½x19 inches high. 15-Day Home Trial Offer. Shipping points on Page 52.

57 V 6058—With 6 Tubes and 4½-volt Dry "A" Battery and 2 "B" Batteries. Mailable. Shpg. wt., 63 lbs. Cash Price.............**$24.95**
57 VM 6059—With 6 Tubes and 4-volt Wet Storage Battery and 2 "B" Batteries. **Not Mailable.** Shpg. wt., 67 lbs. Cash Price..........**$25.95**
57 V 5575—Aerial Kit. Shipping weight, 2 lbs....................**59c**

See Big General Catalog for Easy Payment Terms.

NEW LOW PRICE ... 5 TUBES ... 2 TUNING BANDS!

$22.75 CASH

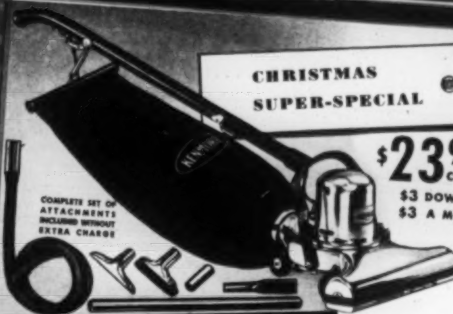
$3 DOWN

A real battery radio buy at this price. Low operating cost because of 5 tubes. **Has every expensive feature of Model 57 V 6058 radio above.** Beautiful cabinet of two-tone sliced walnut veneers. Complete with 5 tubes, two "B" Batteries and Dry 4½-volt "A" or 4-volt Storage Battery. Size: 11½x21¾x11¼ inches deep.

57 V 6056—With Dry "A" Battery. Shpg. wt., 47 lbs. Mailable.............................**$22.75**
57 VM 6057—With Wet Battery. Shpg. wt., 58 lbs. **Not Mailable**........**23.75**
57 V 5575—Aerial Kit. Shipping weight, 2 lbs..................**59c**

See Big General Catalog for Easy Payment Terms.

Shipping Points Shown on Opposite Page


CHRISTMAS SUPER-SPECIAL
KENMORE
COMPLETE SET OF ATTACHMENTS INCLUDED WITHOUT EXTRA CHARGE

$23.95 CASH
$3 DOWN
$3 A MO.

SAY MERRY CHRISTMAS WITH A

KENMORE CLEANER

BEATING—SWEEPING—SUCTION—action, just like the most costly cleaners in its long-lived efficiency. Nozzle adjustment for rugs of different thickness. Motor driven center sweep brush sweeps dust from both ends towards center. 20-ft. cord and plug. **Listed by Underwriters.** For any 110-120 volt current. Shpg. wt., 22 lbs.

20 V 9892—Cleaner with full set of attachments.
Cash Price **$23.95**
On Terms, $3 down; $3 a month. **Use one of our Easy Payment Order Blanks** **$26.45**
(32-volt cleaners at same price, shipped from factory in Chicago; you pay transportation from there. Order from nearest Mail Order House).

Lasting Gifts at Thrifty Prices

GIFTS WORTH FROM $5.95 TO $7.95

NOW ONLY $3.95 EACH

Approved By Underwriters

4-IN-1 GRILL

Tie a holly ribbon around this grill and watch Her eyes sparkle! Toasts sandwiches, grills, and fries. With cast aluminum waffle grids. Chromium plated. For any 110-120 volt current. Shipping wt., 8 lbs. 12 oz.

20 V 2086
$3.95

TWIN IRONS

Bakes either one or two waffles at once. Heat indicator on each iron shows when to pour batter. Chromium plated. Walnut handles and feet. For any 110-120 volt current. Shipping weight, 8 lbs. 6 oz.

20 V 2038
$3.95

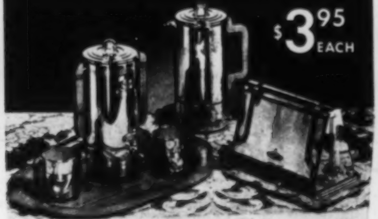
WAFFLE IRON

Perfect waffles every time. Just set the dial for brownness you want. Signal light tells when to pour batter and when waffle is done. Chromium plated. 7-in. cast aluminum grids. For 110-120 volt A.C. only. Shpg. wt., 8 lbs. 12 oz.

20 V 2088
$3.95

GIFT SPECIALS AS LOW AS . .

$3.95 EACH



S-T-R-E-T-C-H YOUR CHRISTMAS DOLLARS

De Luxe Urn Set. Starts percolating almost immediately. Cap., 9 cups. Chromium plated. Fused element to protect it from overheating. Extra fuse included. Creamer, sugar bowl, and cherry wood tray to match handles. A regular $17 Value. Cord and plug. Shpg. wt., 12 lbs. 4 oz.

20 V 2027
$9.95

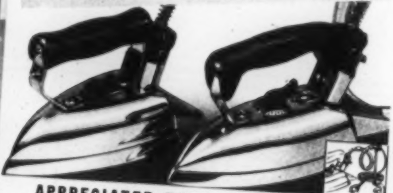
Modern Percolator. $9 value! 8-cup cap.; heavily chromium plated. Will not rust or tarnish. Natural cherrywood handles with water resisting finish. Marproof feet. A gift you can be proud to give—or receive. Shipping weight, 4 pounds 8 ounces.

20 V 2026
$3.98

DeLuxe Toaster. "Turn-over" type toasts two or four slices at once. Timer rings when toast is done. Mica element. Cool walnut handles. Heavily plated with mirror-finish chromium. Only Sears can offer you so fine a gift at a price so low! Shipping weight, 2 pounds 10 ounces.

20 V 1958
$3.95

Approved by Underwriters. For Any 110-120 Volt Current.



APPRECIATED THROUGHOUT THE YEAR

700 - Watt Automatic $3.19

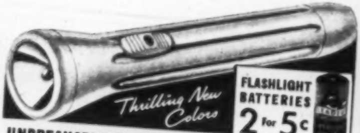
Automatic heat control saves time, fabrics, current. Chromium plated finish. Won't stain, rust or tarnish. A $4.95 value! Weight about 6 lbs. For 110-120 volt A.C. only. Shipping weight, 6 pounds 12 ounces

20 V 359 .... **$3.19**

800 - Watt Automatic $4.25

A $6.95 Value! Chromium finish. Weight about 6½ lbs. and has 14% more ironing surface than any other iron we know of. Fitted with $1.25 Value Retracto Cord. For 110-120 volt A.C. only. Shipping weight, 7 pounds 8 ounces

20 V [illegible] **$4.25**



UNBREAKABLE FLASHLIGHT

98c

NEW! SENSATIONAL! Nothing like this ever offered before! Two-cell moulded plastic flashlight. Unbreakable case and lens. 1000-foot beam. Prefocused ½-Amp. Mazda bulb assures permanent focus. No adjustments necessary. **Choice of four colors: Black, Maroon, Green, Ivory.** Complete with Mazda bulb and 2 Powermaster batteries. Shpg. wt., 1 lb. 4 oz.

20 V 2040—State color wanted ... **98c**

FLASHLIGHT BATTERIES

2 for 5c

20 V 1402

LEADER. Meet U.S. Bureau of Standards requirements. Shipping weight, 12 oz.
20 V 1402—**2** for .. **5c**

POWERMASTER. Far exceeds U.S. Bureau of Standards requirements. Shipping weight, 6 oz.
20 V 1409—Ea. ... **5c**

Holy Bible
HOLY BIBLE
HOLY BIBLE
HOLY BIBLE
JOHN HUTTON
THEN drew ne the publicans to hear him. 2 And the Phär'i
THEN drew near all the publicans ners for to hear him. 2 And the Phär'i-
THEN drew the public to hear him.

THE HOLY BIBLE—THE MOST PRECIOUS GIFT OF ALL!

TEACHER'S BIBLE

$3.79 Red Letter

King James Version. Words of Jesus in red. 1450 gold-edged pages; 32 full-page illust., 8 in colors. Colored maps. Clear, self-pronouncing type; concordance with Bible encyclopedia; center page references; questions, answers. Index. Overlapping covers. Size, 5¼x7⅞ in. Boxed. $5 Value. Shpg. wt., 2 lbs. 8 oz.

Genuine Leather Cover

3V2823—Red Letters . . . **$3.79**

Artificial Leather Cover

3V2824—Black Type . . . **$2.98**

RED LETTER TEXT

$1.19 Red Letter

Words of Jesus in red. King James Version. 1122 red-edged pages, 15 illus., 8 in color. 12 colored maps. Self-pronouncing type. Artificial leather covers. 7¼x 4⅝ in. Boxed. Shipping wt., 2 lbs. 2 oz.

3 V 2831—Red Letters **$1.19**

3 V 2828—Black Letters . . **98c**

3 V 2825—Same as 3 V 2831 but with genuine leather cover, gold-edges, and 120 pages questions and answers **$2.19**

CHILDREN'S BIBLES

$1.00 Red Edges

Over 1380 pages, 8 colored maps. Bold face, self-pronouncing type. 64 pages of helps, daily reading course, presentation page. King James Version. Overlapping covers. 4¼x6½ inches. Boxed. Shipping weight, 1 lb. 14 oz.

Artificial Leather Cover

3 V 2853—16 illus. . . **$1.00**

Genuine Leather Cover

3 V 2854—32 illustrations. Gold Edge pages **$1.98**

FOR OLDER PERSONS

$1.98 And Up

Clear, easy reading, extra-large self-pronouncing type. King James' Version. Over 1900 pages. Names of books of the Bible on upper page margin for ready reference. 24 colored illus. and maps. 4 pages of family records in colors. 5⅛x 7⅞ in. Shpg. wt., 3 lbs. 4 oz.

Durable Cloth Cover

3 V 2888 . . . . **$1.98**

Artificial Leather Cover

3 V 2886 . . . . **$3.29**

NAME PRINTED IN GOLD ON COVERS OF ABOVE BIBLES IF WANTED. PRINT NAME PLAINLY

WEST OF THE PECOS
ZANE GREY
GOOD-BYE MR. CHIPS
James Hilton
The SUBSTITUTE GUEST
Grace L. Hill

BOOKS FOR EVERYONE TO ENJOY!

64c Ea.

Westerns, romances, adventure stories, mysteries! Full-sized books. Cloth bound.

Stories of the West by Zane Grey

West of the Pecos
Lost Wagon Train
Code of the West
The Trail Driver
Thunder Mountain
Wild Horse Mesa
Lone Star Ranger
Mysterious Rider

Tender Romances by Grace Livingston Hill

Substitute Guest
White Orchids
Christmas Bride
Silver Wings
Happiness Hill
Mystery Flowers
April Gold
Rainbow Cottage
Strange Proposal

Books by Other Popular Authors

Goodbye, Mr. Chips—*J. Hilton*
Married People—*M. R. Rinehart*
Kidnap Murder Case—*Van Dine*
Life on the Miss.—*Mark Twain*
As Long as I Live—*E. Loring*
Truce With Life—*L. Hauck*
Sudden Bill Dorn—*J. Gregory*
Ranger Way—*E. Cunningham*
Shadow Mountain—*B. M. Bower*
Silver Spurs—*C. Seltzer*
Bluffers Luck—*W. C. Tuttle*
Dark Valley—*J. Gregory*
Bar-20 Three—*C. Mulford*
The Doctor—*M. R. Rinehart*
Freckles—*Gene S. Porter*
The Good Earth—*Pearl Buck*

3 V 210—**State Titles.** Shpg. wt., ea., 1 lb. 2 oz. **64c**

Any 2 Books for only **$1.25**

PINOCCHIO
UNCLE TOM'S CABIN
ROBIN HOOD
HEIDI GROWS UP
AUNT JO'S SCRAP-BAG

FOR BOYS AND GIRLS 7 TO 17 YEARS

43c Ea.

Written by famous authors, these stories help develop an interest in good literature! Cloth bound—all illust.—some in color! Size 5⅛x8¼ in. Each with colorful jacket. Large type.

Pinocchio
Uncle Tom's Cabin
Black Beauty
Hans Brinker
Helen's Babies
The Spy
Oregon Trail
Toby Tyler
Heidi (movie ed.)
Robin Hood
Treasure Island
Robinson Crusoe
Dog of Flanders
Pilgrims Progress
Little Lame Prince
The Deerslayer
Christmas Stories
Mysterious Island
Heidi Grows Up
Aunt Jo's Scrap-Bag
Alice in Wonderland
Andersen's Fairy Tales
Swiss Family Robinson
Last of the Mohicans
King Arthur
Prince and the Pauper
Grimm's Fairy Tales

Stories by Louisa May Alcott

Rose in Bloom
Eight Cousins
Little Men
Under the Lilacs
Jack and Jill
Little Women

Tom Sawyer Stories—By Mark Twain

Adventures of Tom Sawyer
Tom Sawyer Abroad
Tom Sawyer Detective

3 V 1714—**State Titles.** Shpg. wt., each, 1 lb. 4 oz. **43c**

EDGAR A. GUEST
"IT CAN BE DONE"
THE CITADEL
by A. J. Cronin
GONE WITH the WIND

IT CAN BE DONE

by Edgar Guest

An inspiring new book . . . available only at Sears. Here is a collection of verse and homey philosophy that will warm your heart.

3 V 2257
Shpg. wt., 1 lb. 6 oz.
$1.00

THE CITADEL

by A. J. Cronin

Nation wide best seller—**at a temporary low price.** Quantity is limited . . . will cost $2.50 everywhere after January 1st.

3 V 2014
Shpg. wt. 2 lbs. 6 oz.
$1.29

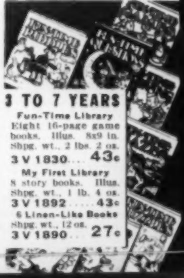
GONE WITH THE WIND

by Margaret Mitchell

The most famous novel of recent times . . . For a short time only Sears is able to offer you this fascinating book at less than half its former price.

3 V 2050
Postpaid **$1.49**

365 Bedtime Stories
MOTHER GOOSE
A CHILD'S GARDEN OF VERSES



FAVORITES OF CHILDREN FROM 3 TO 7 YEARS

22c Ea.

Story books printed in large clear type. Gaily illustrated with many pictures.

365 Bedtime Stories (For each day in the year.)
Popeye and His Friends
Mickey Mouse and Pluto
Three Orphan Kittens
Mother Goose
Robber Kitten
A Child's Garden of Verses

Books for Coloring and Cut Outs

Walt Disney Paint Book
Big Big Paint Book
Giant Model Book
Popeye Paint Book

3 V 1827 **State titles.** Shpg. wt., coloring books, ea., 2 lbs. 6 oz.; story books, 1 lb. 1 oz. **22c**

How to Become a Ventriloquist

3 V 1869—By Edgar Bergen and Charlie McCarthy. Illustrated. Shpg. wt., 1 lb **43c**

Fun-Time Library

Eight 16-page game books. Illus. 8x9 in. Shpg. wt., 2 lbs. 2 oz.

3 V 1830 . . . **43c**

My First Library

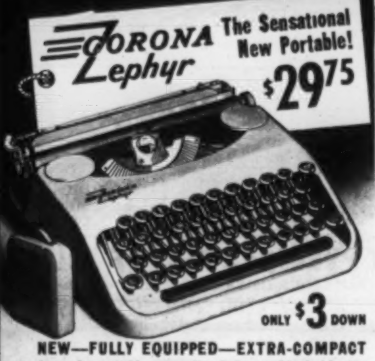
8 story books. Illus. Shpg. wt., 1 lb. 4 oz.

3 V 1892 . . . . . **43c**

6 Linen-Like Books

Shpg. wt., 12 oz.

3 V 1890 . . . **27c**

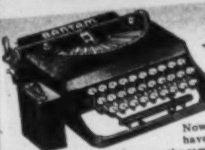


ONLY $3 DOWN

NEW—FULLY EQUIPPED—EXTRA-COMPACT

A complete portable—streamline design—and backed by two famous names—L.C. Smith ahd Corona! Here are some of its features: Weight complete with one-piece steel carrying case, 8 lbs. 15 oz. Dimensions, 12x11x2⅞ in. Tucks away in a traveling bag, brief case, or table drawer. Full sized, 4-row, 84-character keyboard. Writes capitals and small letters. Complete visibility. Back spacer. Swinging shift—light, positive, simple. Right and left hand shift keys, locking from right or left. Right and left hand platen knobs. Ball bearing carriage. High speed escapement. Finished in Corona tan enamel with nickel plated bright parts. Instructions included. **Prepaid.**

3 V 4531—PICA Type—Cash or Easy Terms. $29.75
3 V 4541—ELITE Type—Cash or Easy Terms. $29.75
$3 down, $5 monthly. Use Easy Payment Order Blank



THE NEW BANTAM

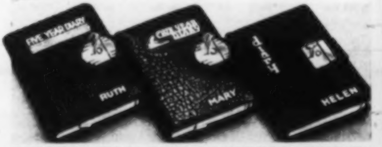
A Rem-Rand Product

With Self-Instruction Keyboard $9.95 Without case

Now "Junior" and his sister can have a fine quality toy typewriter of their own! Operates on the same principle as large machines. Three-bank keyboard has all letters (capitals only), comma, period and question mark (no figures). Equipped with carriage release lever, right cylinder knob for spacing, one-color ribbon, geared type bar mechanism. Finished in black crinkle enamel. Instructions included.

3 V 4502—Typewriter only. Cash Price Prepaid. $9.95
3 V 4504—Carrying case for above. Prepaid $1.50

Other toy typewriters listed elsewhere in this book.



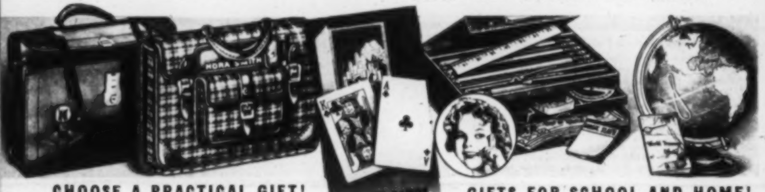
GENUINE TOP GRAIN LEATHER DIARIES

Padded Covers—22-K Gold Stamped Title and Page Edges
Name Stamped in Gold Without Extra Charge—Print Name

DeLuxe Special
Handlaced edges in contrasting color. 432 pages include horoscope, dates, addresses, calendar. Lock and key. Assorted colors. Size, 5⅝x4⅝ in. Shpg. wt., 13 oz.
3 V 3002 $1.29

For Only 89c
Fine quality construction. 384 pages including address and memorandum sections. Lock and key. Size, 4⅜x5⅝ in. Covers in assorted colors. **Print name.** Shpg. wt., 13 oz.
3 V 3016 . . . 89c

Low Priced
With 5-year calendar, space for addresses and memorandums. 384 pages, gilt lock and key. Size 4¼x5½ in. Covers in assorted colors. Good quality. **Print name.** Shpg. wt., 10 oz.
3 V 3022 . . . 67c



CHOOSE A PRACTICAL GIFT!

4-Pocket Brief Case
$1.49 Four pockets—one with hookless fastener! Strong artificial leather. Edges doubly reinforced. Two leather straps. Brass plated lock and key. Size, 15⅝x10⅝ in. Black or Brown. **State color.** Shipping wt., 2 lbs. 3 oz.
3 V 4953 . . . . . . $1.49

Waterproof School Bag
79c Brown plaid design, artificial leather corners. Handy lunch and pencil pockets. Size, 14x10½ in. Name in gold. **Print name.** Shipping wt., 1 lb. 4 oz.
3 V 4966—With leather handle **79c**
3 V 4967—With leather shoulder strap **79c**

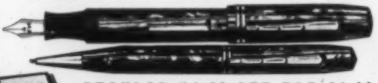
[illegible] CARDS
Narrow size, 53-card deck. Made to sell at 35c to 39c a deck. Good quality with colorful picture back designs. Gilt edges. Boxed. Shpg. wt., 6 oz.
3 V 6903 Deck **27c**

GIFTS FOR SCHOOL AND HOME!

Shirley Temple Box
47c Picture of the famous little star in colors on the outside! Filled with 16 fine school articles. Box 4⅛x9¼x2⅛ in. Shipping weight, 1 lb. 4 oz.
3 V 4806 . . . . 47c

21-Piece School Set
3 V 4820—(Not Shown). Shpg. wt., 15 oz. **25c**

12-Inch Globe
$2.49 $3.50 Value! 211 bright red stars mark historical events, 64-page explanatory booklet. Shows Austria belonging to Germany. Land areas in 7 colors. Over 6000 place names. Ht., 16¼ in. Metal base and half-meridian. Shpg. wt., 5lbs. 12oz.
3 V 4994 . . . . $2.49



REGULAR $1.50 SET FOR $1.00

$1.00 Set Pearl effect barrels in assorted colors. Pens are 14-K iridium-tipped. Gold plated trimmings. Propel-repel-expel pencil. Shpg. wt., 5 oz.

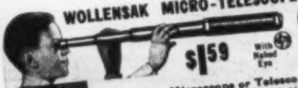
3 V 8058—Men's Set—In Gift Box $1.00
3 V 8059—Women's Set—In Gift Box . . . 1.00

Low Priced Sets—Pearl Effect Colors

Pyralin barrels. Pen with gold and chromium plated pen point. Shpg. wt., each, 5 oz. In Gift Box.

3V8062—Men's 59c 3V8063—Women's 59c

WOLLENSAK MICRO-TELESCOPE



$1.59

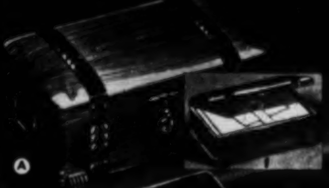
Microscope

Use as Microscope or Telescope!

32 inches long extended, collapses to 11⅝ inches and becomes an efficient microscope. Has 10-power lens which makes objects at a distance of 1000 yards appear as close as 100 yards. As a microscope it enlarges 6 times; a grain of sugar appears as a small stone. For study of plants and insects. Fiber tubes, metal trim. Shpg. wt., 15 oz.

3 V 4949 . . . . $1.59

INEXPENSIVE, DISTINCTIVE AND Lasting Gifts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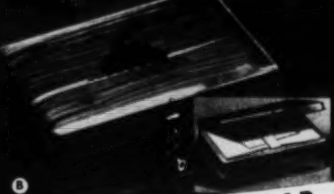
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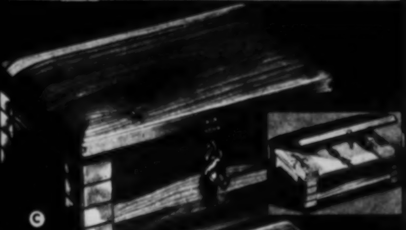
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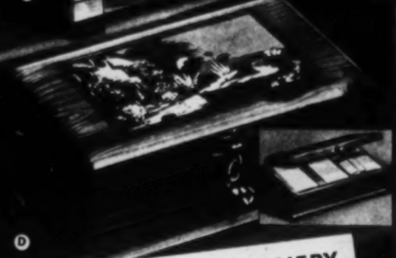

Ⓓ

AROMATIC RED CEDAR CHESTS WITH STATIONERY

Ⓐ BRASS PLATED TRIM—PILLOW TOP

$1.00

Genuine red cedar with brass plated bands decorated in black enamel, brass-plated handles and hasp with lock and key. With 24 flat sheets, linen finish white paper, size 5¼x9⅝ in., 24 envelopes, size 3⅝x5⅝ in. Size of chest, including handles and feet, 11¼x7x4⅝ in. A lasting Christmas gift.

3 V 3198—Shipping wt., 3 lbs. 4 oz. $1.00

Ⓑ ANOTHER LOW-PRICED BEAUTY!

$1.00

Black and brown ship design on beautifully grained red cedar, wood handles, brass plated lock and key. 24 flat sheets white linen finish paper, size 5⅜x9⅞ in.; 24 envelopes size 3¾x5¾ in. Outside dimensions of chest, including handles, 11⅝x6½x4 in.

3 V 3199—Shipping wt., 3 lbs. 4 oz. $1.00

Ⓒ FINEST OF THEM ALL . . . THE GIFT SUPREME!

$1.59

Gracefully fashioned and designed. Black enameled hand-striped decoration adds to its beauty. Brass plated corner panels with black enamel stripes. Black enameled grooved handles on sides. Genuine red cedar, beautifully grained. Stands on black enameled legs. Brass plated lock and key. Contains 24 sheets of folded white linen finish paper, size, 5⅝x6½ in. and 24 envelopes, 5⅛x3⅝ in. Size, including handles, 11½x6½x4⅝ in.

3 V 3151—Shipping weight, 2 pounds 4 ounces $1.59

Ⓓ MODERN . . . STREAMLINED . . . SELF-SEAL STATIONERY

$1.39

Streamlining adds a special beauty to the high gloss genuine aromatic red cedar grain . . . and picture on the cover is in full color. Brown wooden handles. Brass plated lock and key. Contains 24 folded sheets of linen finish white paper, size 6⅝x5⅛ in. and 24 genuine self-seal (need no moistening) envelopes to match. Chest size, 12⅛x6½x4⅛ in. A thoughtful gift!

3 V 3100—Shipping weight, 3 pounds 8 ounces $1.39

BARGAIN SPECIAL

Colorful hinge-cover box. 24 folded sheets, 8x4⅝ in. 24 envelopes 4⅛x5⅛ in. White vellum finish. Box size 5½x8½x3⅛ in. Shpg. wt., 1 lb. 9 oz.

3 V 3165 ...... **29c**

3 V 3166—Same as above but envelopes have blue tissue lining .. **37c**

CARDS AND PAPER

Hinged-cover box. Attractive design. 18 folded sheets of white vellum finish paper, size 7x5⅜ in., 18 gilt-edged cards, size 3½x5½ in. 36 envelopes. Silk ribbon tied. Box size, 10½x6¼x3⅜ in. Shpg. wt., 1 lb. 14 oz.

3 V 3167 ...... **47c**

UPRIGHT CABINET

75c Value! 48 folded sheets of fine quality linen finish white paper 6½x5⅛ in. and 48 envelopes, tied with silk ribbon. Box size 7x5⅛x6⅝ in. With a shiny white crepe effect cover design. Shpg. wt., 1 lb. 12 oz.

3 V 3168 ...... **59c**

CHARMING GIFT

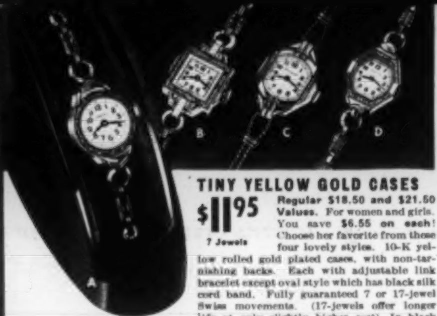
Checkered design box. Blue edges on the 2 drawers. Contains 48 folded sheets of fine quality white linen finish paper 8x4⅝ in. tied with silk ribbon and 48 envelopes. Box size 8⅝x5½x5⅝ in. Shpg. wt., 2 lbs. 8 oz.

3 V 3177 ...... **79c**

DESK PORTFOLIO

Embossed, padded artificial leather cover in beautiful antique ivory color. Size closed 9x6⅝ in. Opens to 14¼x9 in. Contains white smooth paper, 24 sheets, 8⅛x6⅛ in. 24 envelopes to match. Shpg. wt., 1 lb. 5 oz.

3 V 3164 ...... **49c**

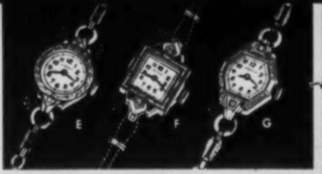


TINY YELLOW GOLD CASES

$11.95
7 Jewels

Regular $18.50 and $21.50 Values. For women and girls. You save **$6.55 on each!** Choose her favorite from these four lovely styles. 10-K yellow rolled gold plated cases, with non-tarnishing backs. Each with adjustable link bracelet except oval style which has black silk cord band. Fully guaranteed 7 or 17-jewel Swiss movements. (17-jewels offer longer life at only slightly higher cost). In black streamline gift box. Shpg. wt., each, 9 oz.

(A) Round Style	(B) Square Style	(C) Oval Style	(D) Hexagon Style
4 V 311 7 Jewels. $11.95	4 V 315 7 Jewels. $11.95	4 V 268 7 Jewels. $11.95	4 V 313 7 Jewels. $11.95
4 V 312 17 Jewels $14.95	4 V 316 17 Jewels $14.95	4 V 269 17 Jewels $14.95	4 V 314 17 Jewels $14.95

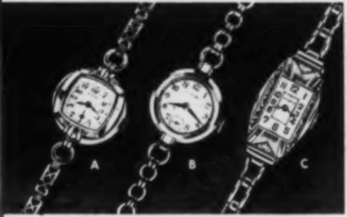


SET WITH 2 SPARKLING DIAMONDS!

$14.95
7 Jewels

Regular $21.50 and $24.50 Values. For women and girls. You know she'd prefer a diamond-set watch—so why hesitate? These beauties are priced for thrift and savings. You have a choice of three beautiful designs—Round, Square or Hexagon. The dainty 10-K yellow rolled gold plate cases, with perspiration-proof backs, are charmingly engraved and each has a matching link bracelet except the square design which has a dainty black silk cord band. Each has two genuine diamonds. 7 or 17-jewel guaranteed Swiss movements. Built to withstand daily usage. In black streamlined gift box. Shpg. wt., ea. 9 oz.

(E) Round Style	(F) Square Style	(G) Hexagon Style
4 V 397 7 Jewels. $14.95	4 V 270 7 Jewels. $14.95	4 V 395 7 Jewels. . $14.95
4 V 398 17 Jewels $17.95	4 V 271 17 Jewels $17.95	4 V 396 17 Jewels. $17.95

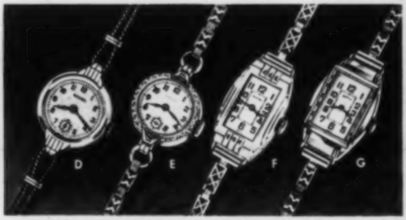


GIFTS OF THRIFT AND BEAUTY

$9.95
7 Jewels

Regular $14.50 to $17.50 Values. For the woman or girl who prefers a medium small size wrist watch—these just naturally make choice gifts! 7 or 17-jewel guaranteed Swiss movements. 10-K yellow rolled gold plated cases (each with stainless back). Matching adjustable link bracelets. We offer three up-to-the-minute styles—cushion, round or rectangular design. Just note the savings! In gift box. Shpg. wt., ea., 9 oz.

(A) Cushion Style Plain style case.	(B) Round Style Trim and small.	(C) Rectangular Daintily embossed.
4 V 272 7 Jewels. $9.95	4 V 728 7 Jewels. $9.95	4 V 745 7 Jewels. $9.95
4 V 273 17 Jewels $12.95	4 V 730 17 Jewels $12.95	4 V 746 17 Jewels $12.95

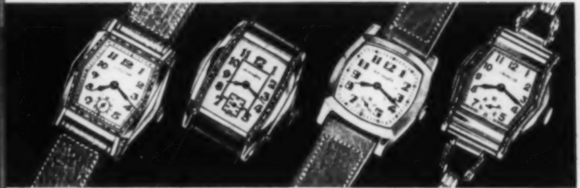


7-JEWEL WATCHES FOR WOMEN AND GIRLS

$4.95 And up
Chrome

Save about 40%! She won't believe that the daintiness and charm that usually go with a high priced watch could be sold for so little! Smartly styled 10-K yellow rolled gold or chromium plated cases, non-tarnishing backs and neat, stylish wrist bands. Fully guaranteed Swiss movements. In gift box. Shipping weight, each, 9 ounces.

(D) Plain Round Style Black cord band.	(E) Embossed Round Style Matching bracelet.	(F) Plain Rectangular Style Matching bracelet.	(G) Embossed Rectangular Style Matching bracelet.
4 V 383 Chromium $10 Value. $5.95	4 V 733 Chromium $12 Value. $6.95	4 V 276 Chromium $8 Value. . $4.95	4 V 274 Chromium $10 Value. $5.95
4 V 384 Yellow Gold $12 Value. $7.95	4 V 734 Yellow Gold $14 Value. $8.95	4 V 277 Yellow Gold $10 Value. $6.95	4 V 275 Yellow Gold $12 Value. $7.95



MEN'S AND BOYS' WATCHES

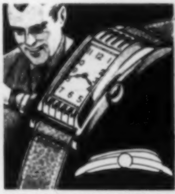
7-Jewel Swiss movements. 10-K yellow rolled gold or chromium plated cases with steel backs. Leather straps. Gift box. Shpg. wt., each, 9 oz.

Usual $9.95 and $11.95 Values		Usual $8.95 and $10.95 Values	
4 V 1285 Chromium	$6.98	4 V 1257 Chromium	$5.98
4 V 1286 Yellow Gold	8.98	4 V 1258 Yellow Gold	7.98

MEN'S FINER WRIST WATCHES

$15 and $18 Values! 10-K yellow rolled gold plated cases. Non-tarnishing backs. Accurate, guaranteed Swiss movements. Gift box. Shpg. wt., ea., 9 oz.

Cushion Shape Leather Strap		Hexagon Shape Link Band	
4 V 1206 7 Jewels....	$ 9.98	4 V 1204 7 Jewels....	$ 9.98
4 V 1217 17 Jewels....	12.98	4 V 1205 17 Jewels....	12.98

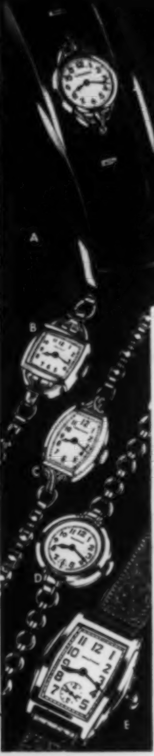


NEW "TILT" WATCH

$19.50 and $22.50 Values! Sloped at proper angle for easy time telling. 10-K yellow rolled gold plated case with perspiration-proof back. Guaranteed Swiss movements. Good quality leather strap to match. Gift box. Shpg. wt., ea., 9 oz.

4 V 1287—7 Jewels.	$14.95
4 V 1288—17 Jewels...	17.95

SEARS SAVE YOU MONEY ON *Walthams*



14-K SOLID GOLD

$25.95 Cash An exquisite Waltham for women! And Sears save you big money on this supreme Christmas gift! Glorious 14-K solid yellow gold case with black silk cord band. 15-jewel Waltham movement. Streamlined gift case. Shipping weight, each, 9 ozs.

(A) Round Style

4 V 480—Cash........ **$25.95**

Only $3 down, $4 monthly

15-JEWEL WALTHAM

$19.95 Cash **For Women.** A Waltham triumph of beauty! Engraved 10-K yellow rolled gold plated case, with non-tarnishing back. Link band to match. Save at Sears!

(B) Cushion Shape—In gift box.

4 V 462—Shpg. wt., 9 ozs....... **$19.95**

Only $3 down, $3 monthly

10-K YELLOW GOLD PLATE

$16.95 **For Women.** A 9-Jewel Waltham at a low price! Simple 10-K yellow rolled gold plated case, with stainless back. Matching link bracelet. Always a saving!

(C) New Barrel Shape—In gift box.

4 V 459—Shpg. wt., 9 ozs....... **$16.95**

OUR LOW PRICE WALTHAM

$15.95 **For Women.** A beautiful little watch—again you save! 10-K yellow rolled gold plated case with non-tarnishing back. Link bracelet. 9-jewel movement.

(D) Round Model—In gift box.

4 V 478—Shpg. wt., 9 ozs....... **$15.95**

SAVE ON MEN'S WALTHAMS

$10.95 Chrome Always a saving at Sears! Chrome or 10-K yellow rolled gold plated cases, with stainless backs. Leather straps. Shipping weight, each, 9 ounces.

(E) Rectangular Shape—Each in gift box.

4 V 971—**Chrome case**........ **$10.95**

Yellow Gold Case

4 V 972—9 Jewels.............. **$13.95**

4 V 982—17 Jewels.............. **19.95**

CHRISTMAS
SUPER-SPECIAL

ACTUAL $29.75 VALUES

$19.95 Cash These dainty watches make fine, treasurable gifts! Two of today's smartest models for women — in enduring, endearing 14-K solid yellow gold cases, with 17-jewel DeLuxe (our finest quality) Swiss movements. Fully guaranteed. Velvet gift box. Shipping weight, each, 9 ounces.

(F) Neat Round Model

Double safety lock black silk cord band.

4 V 302—Cash.............. **$19.95**

(G) Popular Square Style

Double lock safety link bracelet.

4 V 267—Cash.............. **$19.95**

$3 down, $3 monthly

ACTUAL $39.75 VALUE

$24.95 Cash For women! 14-K solid yellow gold extra tiny case—17-jewel De Luxe (our finest) Swiss movement. Black silk cord safety bracelet.

(H) Oval Design—Velvet gift box.

4 V 303—Shpg. wt., 9 ozs..... **$24.95**

$3 down, $4 monthly

ACTUAL $44.50 VALUE

$29.50 Cash The very finest gift! Two diamonds glorify the 14-K solid yellow gold case — 17-jewel DeLuxe (our finest) Swiss movement. A guaranteed timekeeper. Safety black silk cord bracelet.

(J) Semi-Oval Style—Velvet gift box.

4 V 310—Shpg. wt., 9 ozs..... **$29.50**

$3 down, $5 monthly

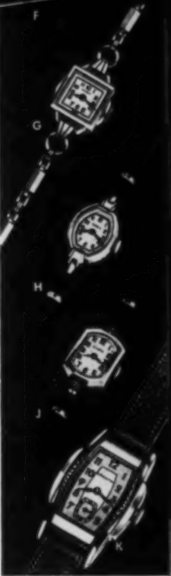
ACTUAL $29.75 VALUE

$19.95 Cash **17 Jewels—For Men.** The curved, 10-K yellow gold filled case will comfortably fit his wrist. Reliable 17-jewel DeLuxe (our finest quality) Swiss movement. Tan pigskin leather strap.

(K) Slender Barrel Shape—In gift box.

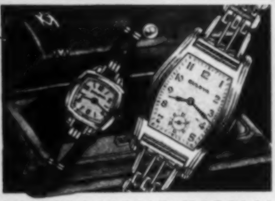
4 V 1264—Shpg. wt., 9 ozs... **$19.95**

$3 down, $3 monthly



Watches may be purchased on Sears Easy Payment Plan. See our Big General Catalog. Use Easy Payment Order Blank.

ALL WATCHES SHOWN ON THIS PAGE ARE ¾ ACTUAL SIZE



BULOVA'S LATEST MODELS!

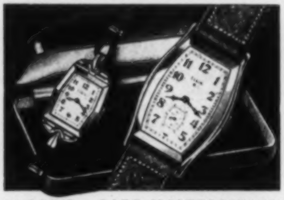
17-Jewel "Lady Bulova." Cushion shape case is 10-K yellow rolled gold plate. Smart "stick" type dial. Black silk cord bracelet to match. Guaranteed movement. In gift box. **Postpaid.**

4 V 560... **$29.75**
Cash or Easy Pay't.

Bulova's "Dean"-Model for men. 10-K yellow rolled gold plated case, with link band. Curved to fit the wrist. 15-Jewel Guaranteed movement. Gift box. **Postpaid.**

4V1155 **$24.75**
Cash or Easy Pay't.

$3 down, $5 monthly. Use Easy Payment Blank.



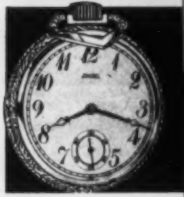
ELGIN'S—GIFT MASTERPIECES!

A 15-jewel "American Beauty" — for women. Stylish, semi-baguette 10-K yellow rolled gold plate case with non-tarnishing back. Black silk cord band. In gift box. **Postpaid.**

4 V 500... **$29.75**
Cash or Easy Pay't.
$3 down, $5 monthly

17-jewel "Crusader" for men. Streamlined, barrel shape 10-K yellow gold filled case. Curved dial with raised numerals. Tan pigskin strap. In gift box. **Postpaid.**

4 V 1054. **$37.50**
Cash or Easy Pay't.
$4 down, $5 monthly



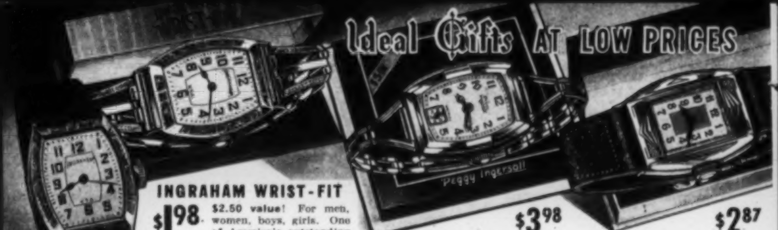
GOOD QUALITY

Guaranteed Swiss watches. Embossed 16 size (medium size) chromium plated cases. Two initials engraved. **Print initials.** Gift box. Shpg. wt., ea., 9 ozs.

4 V 1239—7 Jewels.
$12.50 Value.....$7.95

4 V 1240—15 Jewels.
$14.50 Value.....$9.95

Ideal Gifts AT LOW PRICES



INGRAHAM WRIST-FIT

$1.98 **$2.50 value!** For men, women, boys, girls. One of America's outstanding watch values! Serviceable movement. Chromium plated case is comfortably curved to fit the wrist; unbreakable crystal; extra heavy main spring. Gift box. Shpg. wt., 8 oz.

4 V 1750—Link Band **$1.98**
4 V 1751—Leather Strap **1.98**

$3.98

PEGGY INGERSOLL

Made to sell for $5.00. Neat, small and charming watch for women and girls . . . made by the well known Ingersoll Watch Company. Has a guaranteed American movement. Dainty chromium plated case with matching link bracelet. Large, clear, easy-to-read dial has unbreakable crystal. Note the second hand for extra accuracy. In gift box.

4 V 1673—Postpaid **$3.98**

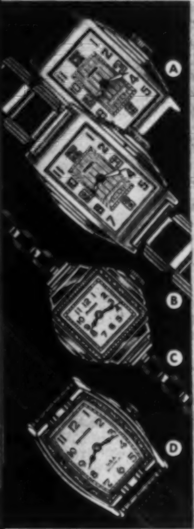
$2.87

YELLOW GOLD "GEM"

$3.75 value! For men, women, boys and girls. Here's a "gift-problem-solver" at a saving! Thin model embossed 10-K yellow rolled gold plated case with non-tarnishing back. Two-tone silver color dial and unbreakable crystal. Reliable New Haven movement. Tan pigskin strap to match. In gift box. Shipping weight, 8 oz.

4 V 1568 .... **$2.87**

ALL WATCHES ARE ILLUSTRATED ¾ ACTUAL SIZE



Big Savings—

INGRAHAM'S "WINGS"

$5.00 value! Luminous dial and hands; tells time in dark. Guaranteed movement. Chromium plated case. Unbreakable crystal. For men or boys. Gift box. Shpg. wt., 8 oz.

Leather Strap
(A) 4 V 1755 .... **$2.89**
Link Band
(B) 4 V 1754 .... **$2.89**

FOR WOMEN AND GIRLS

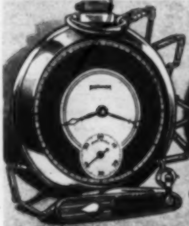
(C) $6.95 and $9.95 values! 10-K yellow rolled gold or chromium plated cases, tarnish-proof backs. Guaranteed 7-jewel American movements. Dainty link bracelets. Gift box. Shpg. wt., 9 oz.

Chromium
4 V 225 .... **$4.98**
Yellow Gold
4 V 226 .... **6.98**

FOR MEN AND BOYS

(D) $6.95 and $9.95 values! 7-jewel American movements. 10-K yellow rolled gold or chromium plated cases, non-tarnishing backs. Leather straps to match. In gift box. Shpg. wt., 9 oz.

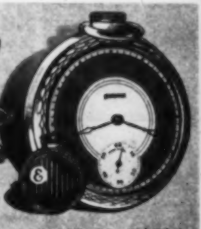
Chromium
4 V 800 .... **$4.98**
Yellow Gold
4 V 801 .... **6.98**



A HANDSOME GIFT!

$1.50 value! 14-size nickel plated Ingraham pocket watch with chromium plated knife and 12-in. chain. Reliable 30-hour movement. Unbreakable crystal, 2-tone dial. Gift box. Shpg. wt., 8 oz.

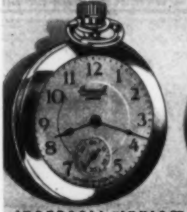
4 V 1738 .... **$1.16**



INITIALED WATCH

Usual $1.25 value! Embossed nickel plated case with initial hand engraved on back. Reliable Ingraham movement. Has popular "gift track" dial, unbreakable crystal. Print initial. Shpg. wt., 8 oz.

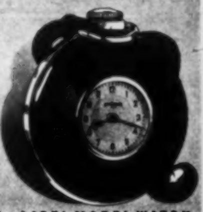
4 V 1748 .... **98¢**



INGERSOLL "JUNIOR"

$2.00 value! A staunch, sturdy watch—long a favorite with men and boys! Plain graceful design. Small, thin (12-size) nickel plated case with unbreakable crystal that can't come out. Silver color metal dial with black hands and numerals. Runs 30 hours on a single winding. Looks just like the more expensive watches. In box.

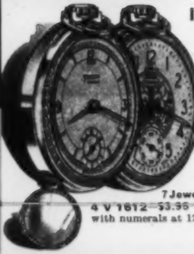
4 V 1604—Postpaid **$1.69**



LAPEL MODEL WATCH

Usual $1.50 value! Smart style at low cost! With leather chain and button to be worn in either coat or vest. Women wear them in suit, belt or purse. Enameled metal case in choice of 3 colors. Up-to-date design; unbreakable crystal. Made by Ingraham; fully guaranteed. Colors: Black, Ivory or Tan. State color. Shpg. wt., 8 oz.

4 V 1747 .... **$1.29**



INGERSOLL "WINSTON"

$2.39 2 Jewels

2 and 7-jewel watches. Popular, thin 12-size (small) chromium plated cases with satin-finished backs. Unbreakable crystals that can't come out. Dependable and good looking! In gift box. Shpg. wt., ea., 8 oz.

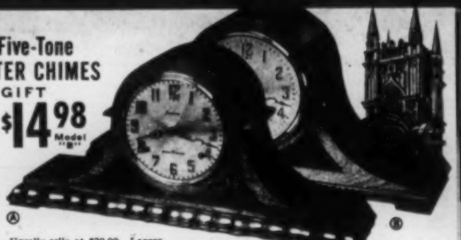
2 Jewels—Fancy Dial
4 V 1608—$2.95 **value.** Gold color filigreed dial! Pierced hands. **$2.39**

7 Jewels—Ultra Modern "Stick" Dial
4 V 1612—$3.35 **value.** Pierced hands to match with numerals at 12, 3 and 9.. .... **$3.39**

Sessions Musical Five-Tone WESTMINSTER CHIMES

A TREASURED CHRISTMAS GIFT

$14.98 Model "B"



Here is beauty in its most charming form . . soft-toned, melodious Westminster chimes that strike 4 notes on quarter hour, 8 notes on half hour, 12 notes on three-quarter hour, 16 notes on hour, followed by a single chime striking the hour. Highly polished, exquisitely designed mahogany veneer cases with two-tone panelings and fancy, carved bases. 6-in. clear metal dials.

(B) Fluted Base Model. Usually sells at $25.00. Plainer, more conservative. Size: 20 in. long, 9½ in. high, 5 in. deep.

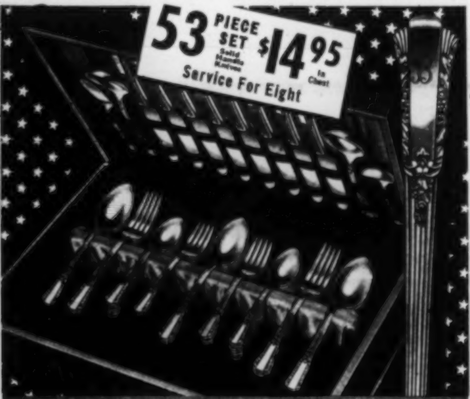
4 V 8602—8-Day Key Wind Movement. Shpg. wt., 10 lbs. 4 oz. . . . **$14.98**

4 V 8676—Self-Starting Electric Movement. Shpg. wt., 9 lbs. 12 oz. . . . **$14.98**

(A) Side Ornaments, Beautifully Carved Scalloped Base. Usually sells at $30.00. Larger, more massive and imposing. Size: 22 inches long, 10 inches high, 5 inches deep.

8-Day Key Wind Movement
4V8603—Shpg. wt., 11 lbs. 4 oz. **$16.98**

Self-Starting Electric Movement
4 V 8677—Shpg. wt., 10 lbs. 6 oz. . . . **$16.98**



WM. ROGERS OVERLAID SILVERPLATE

IN THE BEAUTIFUL "TREASURE" PATTERN

One of the newest creations of the International Silver Company. This life-long silverware is strengthened and protected by a heavy silverplate plus an overlaid plating of pure silver at points of greatest wear. Unconditionally guaranteed. If any piece does not give the service you have a right to expect it will be replaced or replated without charge—you alone are to be the judge. All knives have stainless steel blades. Comes in beautiful anti-tarnish, curly maple wood chest. Initial engraved as illustrated at 3c per letter extra. Print initial.

53-Piece Set . . . *Service for 8* . . . Consists of:

8 Knives	1 Sugar Spoon	8 Forks	3 Serving Spoons
8 Oval Bowl Soup Spoons	16 Teaspoons	8 Salad Forks	1 Butter Knife

With Anti-Tarnish Chest		Without Chest	
4 V 7283—With Solid Handle Knives	$14.95	4 V 7286—With Solid Handle Knives	$12.95
4 V 7284—With Regular Hollow Handle Knives	16.95	4 V 7287—With Regular Hollow Handle Knives	14.95
4 V 7285—With Viande Hollow Handle Knives (Short blades, long handles)	16.95	4 V 7288—With Viande Hollow Handle Knives (Short blades, long handles)	14.95

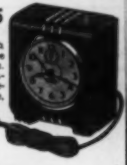
Shipping weights, with chest, 12 lbs. 4 oz.; without chest, 8 lbs. 12 oz.

CURRENT NOTICE: These electric clocks operate on 50 or 60 cycle, 110-120 volt alternating current only. State cycle.

INGRAHAM'S "SUPREME" 8-DAY $7.95

One of Ingraham's finest. Beautifully grained, hand-rubbed mahogany veneer case with genuine burl walnut inlay, giving a rich two-tone effect. Silver color 5⅝-inch dial with natural wood center. Wind every 8 days. Two sweet toned chime rods strike the hours—single tones for half hours. Length, 20½ inches; height, 9⅝ inches; depth, 4⅝ inches. Guaranteed.
4 V 8607—Shpg. wt., 10 lbs. 8 oz. . **$7.95**

ELECTRIC ALARM $3.95



Regular $5.95 value! Rich, modern, solid walnut case, trimmed with black ebony. Inlaid with three yellow gold color metal stripes. Positive bell alarm. Self-starting electric Ingraham movement. 6 in. high, 5 in. wide, 4-in. dial. Shipping wt., 3 lbs. 4 oz.
4 V 8577 . . **$3.95**

Wm. Rogers Mfg Co. SILVERPLATE

40
PIECE SET
SERVICE FOR 8
$9.95
Solid Handle Knives
WITHOUT CHEST

An unforgettable Christmas gift! "Admiration" pattern is guaranteed by both Sears and the International Silver Co. It's protected by an extra overlay of pure silver at the points of greatest wear. Initial engraved as illustrated at 3c per letter extra. **Print initial wanted.**

40-Piece Set—Service For Eight. Consists of: 8 Knives, 8 Forks, 8 Oval Bowl Soup Spoons, 12 Teaspoons, 2 Serving Spoons, 1 Sugar Spoon, 1 Butter Knife.

Set Without Chest		With Anti-Tarnish Wood Chest	
Shipping weight, each 5 pounds.		Shpg. wt., each, 9 pounds.	
4 V 6582—Solid Handle Knives. .	$9.95	4V6584—Solid Handle Knives. .	$11.95
4 V 6583—Hollow Handle Knives.	11.95	4V6585—Hollow Handle Knives	13.95

CHRISTMAS
SUPER-SPECIAL
Ⓐ
Ⓑ
14K
14K

SAVE AT LEAST ⅓ ON DIAMONDS

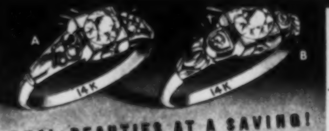
$21.95 ⅓ Ct.

Style—Beauty—Value. Two beautiful designs, especially priced for Christmas selling! In choice of 14-K solid yellow or white gold. Two sparkling diamonds on each side add greatly to the brilliance of the large center diamond. A delightful Christmas gift. **Ring sizes 5 to 8. State color, ring size, catalog number.** Sizes given are for center diamond only. In beautiful gift box. Shipping weight, each, 4 ounces.

(A) **4 V 3310**—Charming design. (B) **4 V 3315**—Popular style.

$35.00 Value	$55.00 Value	$95.00 Value
⅓ Carat...$21.95	¼ Carat...$39.95	½ Carat....$69.95

RINGS MAY BE PURCHASED ON SEARS EASY PAYMENT TERMS—SEE OUR BIG GENERAL CATALOG



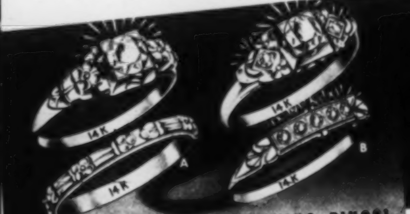
REAL BEAUTIES AT A SAVING!

As low as **$8.95**

Designed for graceful charm and distinctive appearance at a price to please your pocketbook. Each in 14-K solid yellow or white gold. (A) Gorgeous diamond mounted in delightful, modern design. (B) Super brilliance from this diamond and its two side diamonds. Weight shown is for center diamond only. Sizes 5 to 8. State color of gold, ring size and diamond size. Shpg. wt., ea., 5 oz.

(A) 4 V 3300 (Gift box.)		(B) 4V3304 (Gift box.)	
3/64 Carat	$8.95	3/64 Carat	$11.95
1/16 Carat	10.95	1/16 Carat	13.95
3/32 Carat	14.95	3/32 Carat	17.95
1/8 Carat	16.95	1/8 Carat	19.95
3/16 Carat	28.95	3/16 Carat	31.95
1/4 Carat	38.95	1/4 Carat	39.95

FLATTERING-DELIGHTFUL

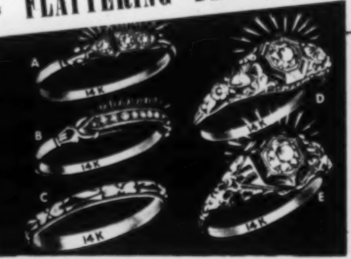


BE MODERN—WEAR MATCHING RINGS!

$13.95 Up

14-K solid yellow or white gold. (A) Both rings beautifully engraved. (B) Side diamonds in engagement ring. Size listed is for center diamond. Sizes, 5 to 8. State size, and gold choice. Shpg. wt., set, 5 oz. Gift box.

(A) 4 V 3362—Complete Set		(B) 4 V 3311—Complete Set	
1/16 Carat	$13.95	1/16 Carat	$21.95
1/8 Carat	22.95	1/8 Carat	31.95
3/16 Carat	34.95	3/16 Carat	42.95
1/4 Carat	48.95	1/4 Carat	56.95
4V3368—Engagement rings		**4V3320—Engagement rings**	
1/16 Carat	$10.95	1/16 Carat	$14.95
1/8 Carat	19.95	1/8 Carat	23.95
3/16 Carat	31.95	3/16 Carat	34.95
1/4 Carat	46.95	1/4 Carat	48.95
4V3088—Wedding ring to match	$3.95	**4V3171—5-diamond Wedding** ring to match	$8.95



SMART AND MODERN

$4.95 Ⓐ 10 Ct.

Smart new styles, beautifully made, all exceptional values. Gift box.

(A) 3-diamond wedding ring in yellow or white solid gold.

4V3172—10-Karat	$4.95
4V3173—14-Karat	5.95

(B) Five or seven diamonds set in 14-K yellow or white solid gold.

4V3209—5 Diamonds	$8.95
4V3211—7 Diamonds	11.95

(C) Hand engraved band in choice of yellow or white solid gold.

4V3092—10-Karat	$1.98
4V3093—14-Karat	2.98

TWO BEAUTIES

$4.95 Ⓓ 2/100 Ct.

Sparkling diamonds, priced very low. Both rings in 14-K yellow or white solid gold. Gift box.

(D) Dainty heart and blossom design. Looks more expensive.

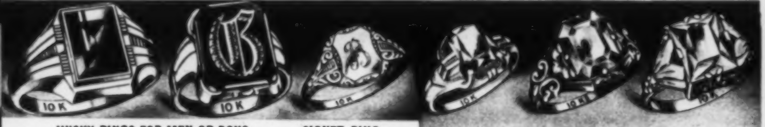
4V3465—2/100-Ct	$4.95
4V3466—3/100-Ct	5.95

(E) Pierced design. This style makes diamond appear larger.

4 V 3490

1/64 Carat	$6.95
1/32 Carat	7.95
3/64 Carat	9.45
1/16 Carat	10.95

Sizes, 5 to 8. State size, color of gold. Shpg. wts., 5 oz.



HUSKY RINGS FOR MEN OR BOYS

Men's, 10-K solid yellow gold. Choice of genuine garnet, amethyst, topaz, or synthetic ruby. Sizes, 8 to 12. State stone; size. Gift box. Shpg. wt., 4 oz.

4 V 4821 $5.95

Men's—Massive 10-K solid yellow gold. Genuine black onyx stone with raised gold plated initial. Sizes, 8 to 12. State initial and size. Gift box. Shpg. wt., 4 ounces.

4V4781 $4.98

SIGNET RING

Ideal gift for the little boy or girl. 10-K solid yellow gold with any initial hand engraved. Sizes, 4 to 7. Print initial and size wanted. Shipping wt., 4 ounces.

4V5125 $1.98

See Sears General Catalog for Ring Size Measuring Chart

FOR MISSES

10-K solid yellow gold ring set with beautifully cut simulated birthstone. Ring sizes, 4 to 7.

4 V 5063

Shipping wt., 1 oz. **$1.98**

FOR WOMEN

In 10-K solid yellow gold with modern, simulated birthstone. Ring sizes, 5 to 8.

4 V 5082

Shpg. wt., 1 oz. **$2.98**

FOR WOMEN

Simulated birthstone in 10-K solid yellow gold with 18-K green gold trim. Sizes, 5 to 8.

4 V 5028

Shpg. wt., 1 oz. **$3.98**

State birth month and size wanted. Each ring in gift box

GOLD FILLED
Yellow gold filled crosses, white gold engraving. 18-inch chains. Gift box. Shpg. wt., ea., 3 oz.
1⅛-in. Cross
4 V 4139 $1.98
1¼-in. Cross
4 V 4140 $2.48

HAND ENGRAVED
An ideal gift. Yellow gold filled, 1-inch cross. 18-inch chain. Shipping weight, each, 3 oz.
4 V 4117 $1.48
10-K Solid Yellow Gold Cross and Chain
4 V 4145 $2.98

DIAMOND SET
Sparkling diamond in white gold setting. 10-K solid yellow gold hand engraved 1-in. cross. 18-in. chain. An outstanding gift. In fine gift box. Shipping wt., 3 oz.
4 V 4141 $4.98

BOOK LOCKET!
Family album style. Yellow gold filled, hand engraved. Size about ⅞x⅝ inches. Holds two pictures. 18-inch chain. In gift box. **Print initial.**
4 V 4142
Shipping weight, each, 3 oz... $1.98

OVAL DESIGN
Fine quality yellow gold filled locket and 18-in.* yellow gold filled chain. Size about 1x⅝ in. Holds two pictures. In gift box. **Print initial wanted.**
4 V 4143
Shipping weight, each, 3 oz... $2.48

HEART SHAPED
Gorgeous design, fine quality yellow gold filled. Size about 1x⅝ in. Holds 2 pictures. 18-inch chain. In gift box. **Print initial wanted.**
4 V 4144
Shipping weight, each, 3 oz... $2.98

ESPECIALLY FOR CHRISTMAS!

"HER" BRACELET
Yellow gold filled. Hinge style opening, safety chain. Width about ½ in. Gift box. Initials engraved. **Print Initials.** Shpg. wt., 3 oz.
4 V 4505.. $3.95

POPULAR SIGNET BRACELET
Expansion style fits any wrist. Yellow gold filled. Width about ⅛ inch. Shield on 4 V 4506 opens as locket, holds 2 pictures. Boxed. **Print initial wanted.** Shipping weight, each, 3 ounces.
4V4506—With locket opening. $5.95
4V4510—Without opening $4.95

79¢ Pen Value
GOOD SERVICE
VACUUM-FILLING PEN
Attractive "Baby Lizard" pattern in Silver Gray, Golden Pearl, or Serpent Green colors. Large, visible ink supply. Sturdy iridium-tipped medium or fine pen point. State color and point wanted. Shipping wts., pen, 4 oz.; sets, 7 oz.
Men's Size Pen
4 V 5750 .... 79¢
Women's Size Pen
4 V 5751 .... 79¢
Men's Pen and Pencil Set
4 V 5754 .... 98¢
Women's Pen and Pencil Set
4 V 5755 .... 98¢

MONOGRAM COMPACT
Genuine silver plated on bright yellow gold color metal. Hand engraved with any two or three letter monogram. Double compact, has loose powder compartment and cream rouge. Size about 3¼x2½ inches. **Print initials wanted.** Shipping weight, 5 ounces.
4 V 4644........ $1.00

STYLISH BROOCH
Beautifully made Sterling silver pin with a delicate, cut out design. Exact copy of a hand-wrought pin selling at many times Sears low price! Popular dull finish. Size about 2x1⅜ inches. Gift box. Shipping weight, 3 ounces.
4 V 4009.... $2.98

4-Piece BELT-BUCKLE SET
The gift that's always right! Sterling silver or yellow gold plated. Any initial hand engraved on belt buckle and tie chain medallion. Set consists of buckle, tie chain, collar bar and black bridle cowhide belt. For men and boys. Gift box. Belt sizes 30 to 44. **State belt size and initial.** Shpg. wt., 11 oz.
4 V 5400—Sterling Silver. $1.89
4 V 5404—Yellow Gold Plate $1.89

SMART STERLING SILVER
Purchase of manufacturer's surplus stock makes this offer possible. Has "Giant Grip" sterling silver buckle hand engraved with initial, and genuine black bridle cowhide belt. Design of buckle may vary slightly. For men and boys. Gift box. Belt sizes 30 to 44. **State size and print initial.** Shpg. wt., 11 oz.
4 V 5403............. $1.00

EVANS "WINDBREAKER"
Cigarette case, automatic lighter and flame protector, all in one. Chromium plated with black enamel trim. For men or women. Holds 14 cigarettes. Size about 2½x4⅝ in. Shpg. wt., 13 oz.
4 V 5501............ $1.98

EVANS COMBINATION CASE
Cigarette case with "windbreaker" lighter. Black enamel with chrome trim. About 2½x4⅝ in. Holds 14 cigarettes. For men or women. 2 initials engraved. **Print initials.** Shpg. wt., 13 oz.
4 V 5503............ $2.98

5-Piece SET IN HUMIDOR

A Big $3.50 Value $1.98 Complete

Genuine silver plated buckle, tie chain, collar bar and TWO bridle cowhide belts (one black, one brown). In large, American made, walnut finish wood humidor with space for pipe tobacco and racks for pipes. Initial engraved on buckle and tie chain. Belt size 30 to 44. **State size and initial wanted.** Shpg. wt., 3 lbs. 2 oz.
4V5463. $1.98

A GIFT INSPIRATION

49¢ One Shoe

Authentic wooden shoes, 7 inches long, big enough for a 4-year old child to wear. Each shoe contains a Roman hyacinth bulb, imported from France. Bulb planted in moss, covered with pearl chips, needs only water to start growth. Shoes have Christmas decorations of holly, wrapped in cellophane. Sold singly or in matched pairs.

71V4510—One shoe. Wt., 1 lb..49¢
71V4511—Pair. Wt., 1 lb. 12 oz.89¢

Imported from Holland. Not Prepaid.

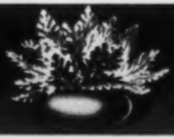
Gifts

WHITE BIRCH LOG—AN UNUSUAL GIFT

Natural white birch. Hollowed center holds two paper white Narcissus bulbs planted in moss, covered with pearl chips. Red candle in each end. Has Christmas decorations of holly.

71 V 4500—8-in. log; two 6½-in. candles. Shpg. wt., 1 lb. 12 oz...............59¢

71 V 4501—10-in. log, planted with calla lilies. 9-in. candles. Wt. 2 lbs. 4 oz......79¢



RUSSIAN WOOD BOWL

Hand painted. Imported. Christmas decorations.

71 V 4504—5-inch bowl, with 5 Paper White Narcissus bulbs in moss. Shpg. wt., 2 lbs. 4 oz. **49¢**

71 V 4505—7-in. bowl, 7 Paper White bulbs. Shpg. wt., 3 lbs. 4 oz.......69¢

ART BOWL—3 BULBS

Connecting bowls finished in "Wally" blue. 3 strong Pink Hyacinth bulbs from Holland included. Shipping weight, 1 lb. 14 oz.

71 V 4662—Not Postpaid. Set..**59¢**

71 V 3374—3 bulbs only, no bowl. Postpaid....25¢

SCOTTIE DOG SET

Cute little dogs of white glazed pottery. Each has a small cactus growing from his back. When empty, dogs become amusing cream and sugar set, for your table. A different Christmas gift. Shpg. wt., 1 lb. 14 oz.

71 V 4630—Set..**45¢**

RESURRECTION PLANT

Symbolic Christmas gift. Plant appears as tightly rolled ball, dry and dead; in water quickly unfolds fern-like foliage. Complete with green pottery bowl. Good table center piece. Shipping wt., 1 lb. 14 oz.

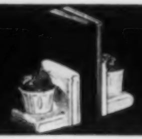
71 V 4642—Set .**35¢**

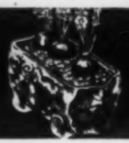
ODD SEED HEAD

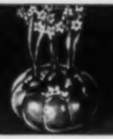
Sprinkle hairless head with seed, add water, and it grows green hair. Packet of seed included. Shpg. wt., 1 lb. 8 oz.

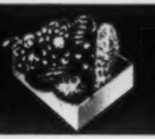
71 V 4625
Each.............**25¢**

71 V 4625B—Extra Packet of Seed.....10¢









SMART BOOK ENDS

Unusual gift! Set of two gleaming white pottery book ends; have distinctive built-in flower pots. Each pot contains a healthy cactus which grows well indoors. Books not included. Shipping wt., 2 lbs. 12 oz.

71 V 4644—Pair. **69¢**

LOG AND BULBS

A gift that lasts long after Christmas. 3 strong Paper White Narcissus bulbs in charming pottery log. Shipping weight, 2 lbs. 9 oz.

71 V 4635
Not Postpaid. Set. **39¢**

71 V 3250—Bulbs only. Postpaid. 6 for......19¢

CHIC BULB BOWL

Reproduction of bowl selling elsewhere for $1.00. Colorful green pottery in opening flower design. Includes 3 Paper White Narcissus bulbs and supply of bulb fiber. Shipping weight, 2 lbs. 6 oz.

71 V 4654—Set. **49¢**

CACTUS COLLECTION

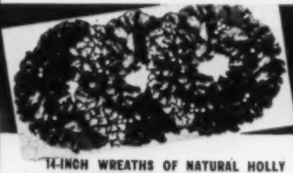
An enduring gift that will last the year 'round. Six fascinating Cactus plants from Southern Texas. Require little attention; water but twice a month. Shipping weight, 1 lb.

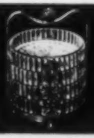
71 V 3710
Set of 6............**49¢**

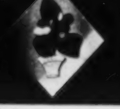
CUTE CACTUS BOWL

Amusing, fish-shaped yellow pottery bowl, has small cactus plant growing from back. Bowl suitable for use as a pitcher. Cactus included with bowl. Shipping wt., 1 lb. 14 oz.

71V4632—Set. **43¢**







14-INCH WREATHS OF NATURAL HOLLY

69¢ Set of 3

A $1.00 value! The best Christmas decorations, no Yuletide is complete without them. Hang them in your doorways and windows—they are easy to hang. 14 inches across. Natural Holly leaves, clusters of bright red berries added. Processed to keep fresh and new looking; will retain color several seasons. Handle carefully and use year after year.

71 V 3720—Set of 3. Shpg. wt., 2 lbs....69¢

CIGARETTE TRAYS—COASTERS

Four crystal glass ash or coaster trays in gold plated metal holder. Trays are 3½ in. diam. Overall height, 4⅛ in. Shipping weight, 1 lb. 14 oz.

21 V 93660—Set.........**98¢**

Glass Cigarette Box

With above makes ideal coffee table set. Same construction. 4x3¼x1⅝ in. deep. Shpg. wt., 1 lb. 6 oz.

21 V 93663..............**98¢**

MIRROR PLAQUE

Colorful artificial fruit basket or red rose decoration mounted on crystal diamond shape mirror. State choice. Makes attractive gift. Size, 5x5 in. Shipping weight, 12 oz. Usually sold in pairs.

21 V 94013
Each.............**25¢**

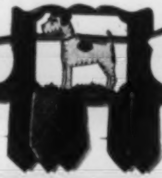
OVAL PLAQUE

Adds lively touch to dark corner. Unique gift. Floral plaque made of a plaster composition. Antiqued ivory with gold color trimming. Size, 9⅝x8⅝ inches. Shipping weight, 3 lbs. 14 oz.

21 V 47236
Each.............**98¢**

Galore . . .

AND INEXPENSIVE, TOO!

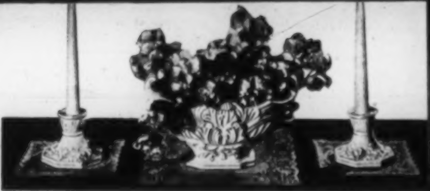


21c

COLORFUL TIE RACK

Holds 12 to 48 ties. Perky terrier cutout design on Green or Red plywood. **State color.** (Ties not included). Shpg. wt., 6 oz.

25V9561—Each...**21c**



CHARMING FOR HER TABLE OR BUFFET

A gift she'll use and enjoy for years! Three-piece console set of glazed white Taisho ware with embossed leaf design. Bowl is 6x9 inches, 5¼ inches high. Candlesticks, 2¾ inches high. Complete with two 10-inch white candles and 6 stems of apple blossoms (artificial). Jap imports. (Doilies not included.)

25 V 9537—Shipping weight, set, 2 lbs. 14 oz.

98c Complete Set

RAYON TAFFETA PILLOW

For her boudoir . . . a rose shaped decorative pillow to dress up the bed and hold pajamas or gown. Soft rayon taffeta on both sides. 10 inches in diameter. Opens at back with tasseled rayon cord. **Colors:** Rose, Orchid, Blue, Light Green or Gold. **State color.** Shipping wt., 9 oz.

25 V 4111—Each............**47c**

"TOMATO WARE" RANGE SET

Fashionable to have color in the kitchen—choose this for a "different" gift! Natural tomato color salt and pepper shakers, abt. 3½ in. high; bowl for drippings, abt. 4 in. high. Hand painted, imported Jap. Taisho ware. Matches "Tomato" sets in our big catalog. Shipping weight, 1 lb. 12 oz.

25 V 9532—3-Piece Set.....**59c**

CLEAR GLASS TEAPOT

Sure to bring pleasant memories of the giver each time it's used! Crystal clear so she may watch her tea brewing! 4-cup capacity. Heat resisting glass, reed handle. Jap. import. Shipping weight, 1 pound 2 ounces.

25 V 9531—Each..**39c**

HANDY CLOTHES BRUSH

What a desirable gift! Something the whole family will use! 5¾-inch sturdy bristle clothes brush in plywood holder decorated with sleeping Mexican. Natural redwood background. Shipping weight, 12 ounces.

25 V 9560—Set....**35c**

CONDIMENT SET

Hand colored copies of famous Gainsborough paintings. Taisho ware salt, pepper shakers, so lovely you'll want to use as shelf ornaments. Abt. 4¾ in. high. Jap. imports. Shipping weight, 6 oz.

25 V 9546—Set.**29c**

HAND PAINTED

Tea has better flavor brewed in this Rockingham style teapot of glazed earthenware. Hand painted design. Height, abt. 5½ in. 5-cup capacity. Brown only. Jap. import. Shipping weight, 2 lbs.

25 V 9530—Ea..**35c**

NEW POTTERY VASE

Highly glazed. Attractive Christmas gift. Stands 10½ in. high. **Choice** of white, or white with yellow or blue decoration. **State choice.** Made in Japan. Shpg. wt., 4 lbs. 8 oz.

21 V 60660...**79c**

COVERED CANDY DISH

Keep candy fresh! White glazed pottery, trimmed with gold band or blue and gold decorations. **State color.** 4 sections. Diam., 8¼ in.; ht., 4¾ in. Made in Japan. Shipping weight, 4 lbs. 8 oz.

21 V 60671.....**79c**

SMART NEW DESIGN

To beautify the bedroom. 3-Piece Set consisting of 2 torchiers and bedlight. Torchier has round frosted glass base and frosted glass globe, beautifully acid etched, with fluted top. Gold color trim. Bedlight to match. Height of torchier, 8¾ inches. Length of Bedlight 11 inches. Shpg. wt., 5 lbs.

$2.79 3-Pc. Set

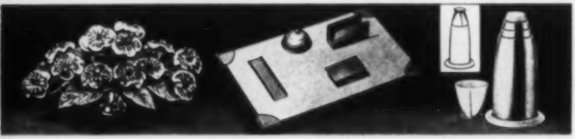
21 V 943
3-Piece Set.........**$2.79**

Bedlight Only

21 V 832—Same style as above. Shpg. wt., 1 lb. 8 oz.
Each..................**95c**

Torchier Only

21 V 4107—Same style as above. Shipping wt., 1 lb. 12 oz.
Each..................**95c**



CHRISTMAS CENTERPIECE

This floral bouquet of sixteen cellophane flowers and the same number of leaves overlaid with silver color paper adds a joyous note to Yuletide decorations. Centerpiece set in glass holder has a spread of 14½ inches. Shipping weight, 1 lb. 12 oz.

21 V 96104
Complete Centerpiece. **$1.29**

FIVE-PIECE MATCHED DESK SET

Perfect gift for home or office. Made of metal, enameled in colors. The large 19½ x 12½-inch blotter has enameled metal corners. Letter holder, pen and pencil tray, inkstand with cover and rocker type hand blotter make up the rest of the set. **Choice** of Light Green, Red or Brown. **State color.** Shipping weight, 2 lbs. 8 oz.

21 V 42624
Complete 5-Piece Set..........**$1.09**

3-PIECE CARAFE SET

Designed and sold exclusively by Sears! Aluminum container, 10½ in., pt. size. Aluminum color body. Vacuum filler. Keeps liquids hot or cold. Non-breakable cup, tray, stopper in contrasting colors. Shpg. wt., 3 lbs.

6 V 7340—Black..**$2.89**
6 V 7341—Pastel Blue **2.89**
6 V 7342—Pastel Pink **2.89**

TWO GIFTS IN ONE!

19 Piece Set
$9.69
In Gift Box

A lovely 18-piece DuPont pyralin dresser set, beautifully presented, with a $1.00 value bottle of exquisite perfume included extra. Her initial furnished for three of the pieces! In the beautifully lined gift box, the 13-inch mirror and the 17 other DuPont pieces, with their pearl-like finish, show up perfectly! Make **your** gift the one that will really make her Christmas complete. **Colors:** Rose, Green, Maize. **State color and print initial.** Shpg. wt., 10 lbs.
8 V 9711—19 Pieces in Rayon-lined gift box............$9.69

GENUINE DUPONT PYRALIN

3 Piece Set
98c

Our Value Special. Three-piece set in gift box—and to make it personal her own initial for 2 pieces. Composition filled dresser set in lovely colors with contrasting color decorations. Mirror about 13 inches long, brush and comb. The gift of big value and lasting sentiment. **Colors:** Rose, Green or Blue. **State color and print initial wanted.**
8 V 9686—Shipping weight, 2 lbs. 2 oz............98c

CHOOSE SOMETHING

GENUINE DUPONT SOLID PYRALIN DRESSER SETS WITH MOTHER-OF-PEARL EFFECT FINISH

20 Piece Set
$14.98
In Gift Box

The utmost in beauty and completeness. Really should be priced at $25.00. Gold color decorations. With initial for 2 pieces. 20 pieces include clock, hand mirror (about 13 in. long) and scissors. **Colors:** Rose, Green or Maize. **State color and print initial wanted.**
8 V 9720—Shpg. wt., 10 lbs. 14 oz...**$14.98**

3 Piece Set
$2.89
In Gift Box

Amazing quality—amazingly low priced. Initial for 2 pieces. Comb, brush, 13-in. mirror. **Colors:** Rose, Green, Maize or Smoky Pearl. **State color, print initial.**
8V9715—Shpg. wt., 2 lbs...**$2.89**

8 Piece Set
$4.98
In Gift Box

This is a real $8.00 Value. Has comb, brush, mirror, about 13 in. long, and 5 other items. With initial for 2 pieces. **Colors:** Rose, Green, Maize, each with gold color decoration. **State color and print initial wanted.**
8 V 9763—Shpg. wt., 5 lbs......**$4.98**

CHARM AT LOW COST

$2.98

Unusual to find this quality priced under $5.00. Genuine DuPont 7-piece set. Composition filled pyralin with mother-of-pearl effect finish. Has comb, brush, mirror, file, 2 small cream jars and large powder jar. **Colors:** Rose, Green, Blue or Smoky Pearl. **State color wanted.** Gift box. Shipping weight, 5 pounds.
8 V 9687—7-Piece Set...$2.98

DUPONT SPECIAL

$1.00

5-piece set. Two pieces more than you usually find at this price! Genuine DuPont set, composition filled pyralin. Comb, brush, mirror, nail file and shoe horn. A practical set for the young lady. **Colors:** Rose, Green or Blue. **State color.** Shipping weight, 3 lbs.
8 V 9688—5-Pc. Set. $1.00

TWO-TONE SET

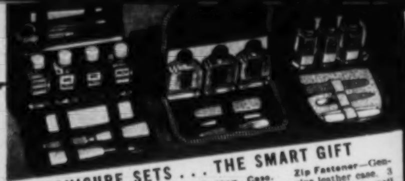
$1.98

5-piece dresser set. Gold color trim, handle and decorations! Contains mirror, brush, 2 cream jars and comb. Mirror about 12 in. in length. **Colors:** Blue, Green or Black. **State color.** In lovely gift box. Shipping weight, 2 pounds 8 oz.
8V9689—5-Pc. Set. $1.98

VALUE LEADER

79c

3 Pieces. Smart—stylish! Chromium plated trim, silver color decoration. Full length mirror, comb and brush. Initials for 2 pieces. **Colors:** Black, Green and Ivory. **State color, print initial.** Neat box. Shipping weight, 2 lbs. 2 oz.
8 V 9726—3-Piece Set. 79c



MANICURE SETS . . . THE SMART GIFT

Folding Box Type. Genuine leather, fully lined. 4 bottles Ann Barton liquid nail preparations, scissor, nail file and 5 other items. Size open, about 10½x6 inches. Shpg. wt., 1 lb. 3 oz.
8 V 9683..... **$1.98**

Snap Button Case. Contains 3 bottles liquid nail preparations and 3 other needs. Artificial leather case; size open, about 8¼x5½ in. Shpg. wt., 1 lb.
8 V 9610.... **27c**

Zip Fastener—Genuine leather case. 3 bottles liquid nail preparations, and 4 other needs. Size open, about 7⅛x5 in. Shpg. wt., 12 oz.
8 V 9615... **39c**

CHRISTMAS
SUPER-SPECIAL

A BEAUTIFUL GIFT

98c Complete manicure set. Fancy shape, genuine leather, completely lined, with "zip" slide fastener. 4 bottles liquid nail preparations and 5 other items including scissors. Size open, about 8x7⅛ inches. Shipping wt., 1 lb. 2 oz.
8 V 9682.............. **98c**

SMART STYLE

59c Attractive genuine leather, "zip" fastener case. Contains 4 bottles liquid nail preparations, 4 other manicure needs. Size, open, about 8½x5½ inches. Shipping wt., 10 oz.
8 V 9681....... **59c**

GLAMOROUS FOR HER!

**MORE
GIFT SETS
IN SEARS
GENERAL
CATALOG**

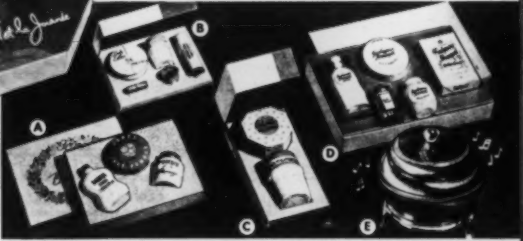
79c

3-PIECE MELLO-GLO GIFT SET

$2.00 value! Convey your Christmas sentiments with this set. Lovely lined gift box containing $1.00 size Mello-Glo Face Powder and two 50c size bottles of enchanting perfume—"Daytime," for street wear and "Evening" for social occasions. It's the "just right" gift that's sure to please. Shipping weight, 1 lb.
8 V 9761—**All for only**................**79c**

CARON PERFUMES

In ⅝-oz. original bottles. **Postpaid.**
Christmas Night
8 V 9692...**$10.00**
Bellodgia
8 V 9631... **6.00**



POND'S SET—30c VALUE

(A) Contains trial sizes of Pond's Cold Cream, Pond's Face Powder (Rose-Cream or Brunette shades; state choice); and Danya Cream Lotion.
8V9636—Shpg. wt., 1 lb. 4 oz. **24c**

LADY ESTHER SET

(B) Trial sizes Face Powder (Rachel), Lipstick and Rouge (Medium), jar Four Purpose Cream, and purse size tube Four Purpose Cream.
8 V 9795—Shpg. wt., 8 oz... **39c**

LADY ESTHER SPECIAL'

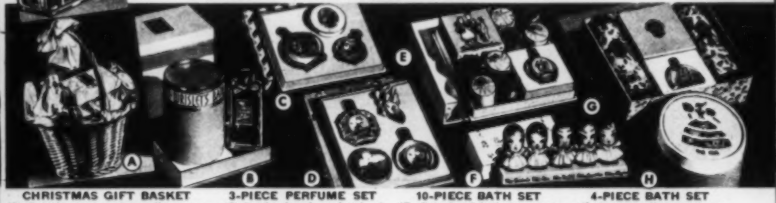
(C) Contains Four Purpose Cream, and Face Powder, both 55c size, in Natural, Rachel, Beige, Brunette shades. **State shade.**
8V9794—**$1.10 Value.**
Shpg. wt., 1 lb. 8 oz...... **78c**

CASHMERE BOUQUET SET

(D) Contains small size face powder, perfume, cold cream, hand lotion, and toilet soap.
8V9784—Shpg. wt., 2 lbs.. **49c**

MUSICAL BOX

(E) **$3.00 Value!** Plays a lilting musical tune when cover is lifted. Satin effect metal finish in rose or green color. **State color.** Size, about 4x4½ in. With powder puff. Shipping weight, 1 lb. 8 oz.
8V9627.**$1.98**



CHRISTMAS GIFT BASKET

(A) Contains soap, sachet, toilet water, talcum powder, bath torpedoes all in a lovely basket decorated with a ribbon bow. Gardenia or Lavender odor. **State choice.** Basket only made in Poland.
8 V 9684—Shpg. wt., 2 lbs..... **59c**

WRISLEY'S BATH COLOGNE SET

(B) Contains bottle of Cologne and bath crystals. Gardenia or Lilac odor. **State choice.** A lovely gift.
8 V 9670—Shpg. wt., 1 lb. 8 oz.... **49c**

3-PIECE PERFUME SET

(C) Bottle of perfume, bottle of toilet water and box of face powder, in Lavender or Gardenia odor. **State choice.**
8V9622—Shpg. wt., 10 oz. **19c**

FLOWER PERFUME SET

(D) Two bottles perfume, face powder and artificial flower for her dress. Gardenia or Lavender odor. **State choice.**
8V9623—Shpg. wt., 1 lb... **24c**

10-PIECE BATH SET

(E) Contains 8 bath torpedoes, bottle of toilet water, box of body powder, in either Gardenia or Lavender odor. **State choice.** Shpg. wt., 1 lb. 11 oz.
8 V 9624............. **29c**

QUINTUPLET PERFUME

(F) A fascinating novelty. 5 perfumes in each box—Gardenia, Rose, Orchid, Sweet Pea and Chypre.
8V9685—Shpg. wt., 8 oz... **47c**

4-PIECE BATH SET

(G) Contains sifter top boxes talcum powder and water softener, box of body Powder and bottle of toilet water. Gardenia odor. Shipping weight, 1 pound 4 ounces.
8 V 9669........... **39c**

DUSTING POWDER

(H) Fine Wrisley quality. Bouquet odor. Large puff.
8V9671—Shpg. wt., 1 lb. **39c**

4 Piece Set 89c

"EMPIRE" MILITARY BRUSH SET

Complete with his own initial. A sensational Sears value! Handsome polished silver colored metal backs with attractive design. Three brushes have white bristles, with comb, in gift box. **Print initial.**

8 V 9639—Shpg. wt., 1 lb. 8 oz. **89c**

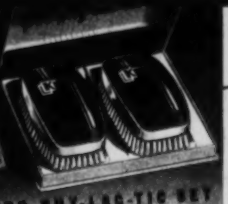
ELGIN AMERICAN

ELGIN AMERICAN SET

4 Piece Set $1.49

High quality material and workmanship. Complete with initials. Originally $3.50. Has 3 bristle brushes finished in lustrous black enamel and silver color trim design on the edges. Complete with comb. In gift box. **Print initial.**

8 V 9642—Shpg. wt., 1 lb. 8 oz. **$1.49**



PRO-PHY-LAC-TIC SET

3 Piece Set $1.19

Make this a Christmas he'll remember with this Pro-phy-lac-tic military set complete with his initial. Two fine military brushes with silver color trim, baked black enamel metal backs, and a comb. In gift box. **Print initial.**

8 V 9628—Shpg. wt., 1 lb. **$1.19**

Gifts FOR PARTICULAR MEN

Pro-phy-lac-tic

SINGLE INITIAL FURNISHED FOR EACH PIECE AS SHOWN ON SET. SIMPLE INSTRUCTIONS FOR MOUNTING

PRO-PHY-LAC-TIC MILITARY SET

4 Piece Set $1.89

This is a genuine 4-piece Pro-phy-lac-tic set. Has 2 military brushes, cloth brush and comb complete with initials. All brushes have white bristles. Set comes in handsome gift box. A $3.50 value. **Print initial.** Shipping weight, 1 pound 8 ounces.

8 V 9629 . . . . **$1.89**

GENUINE EBONY

A fine 3-piece genuine ebony set with initials for the two military brushes. Seldom do you find this high quality priced so low. A set he will be proud to own. **Print initial.** Black bristles. In gift box. Shipping weight, 1 lb. 3 oz.

8 V 9788 **$1.00**

BARGAIN SPECIALS

Military sets with chrome color metal trim and attractively designed backs. Black bristles. Gift box. Shpg. wts., 1 lb.; and 12 oz.

3-Piece Set

Two military brushes and one comb.

8 V 9640 . . . . **79c**

2-Piece Set

Military brush and comb.

8 V 9641 . . . . **49c**

MICKEY MOUSE

Boys' and girls' military sets. In gift box.

3-piece set—Two good quality brushes and a comb. An ideal children's Christmas gift. Shpg. wt., 12 oz.

8 V 9797 . . . . . **79c**

2-piece set—Brush and comb. Shipping weight, 10 ounces.

8 V 9796 . . . . . **49c**

METAL BACK SET

A special value! Full size military brush with comb. High luster metal back with attractive design. Black bristles in brush. Design in silver color material. In gift box. Similar sets sold last year for 50% more. Shpg. wt., 10 oz.

8 V 9790 . . . **29c**

ELECTRIC SHAVERS *Prices Drastically Reduced!*

Champion
SHAVER

PRICES CUT! CHAMPION ELECTRIC DRY SHAVER

~~$12.50~~ Value $7.95

Great news. Performance **Improved**—prices **Reduced!** Operate on A.C. or D.C., and available in 6, 32 or 110-120 volts. **State voltage.** Complete with cord, plug and instructions. No. 8 head for average beards; No. 10 head for heavy beards.

DeLuxe Set with 2 Cutter Heads, 1 Motor—$16.00 Value

Our finest! No. 8 and No. 10 heads interchangeable. In pig grain artificial leather gift case as illustrated.

8 V 6344—Shpg. wt., 1 lb. 12 oz. . . . . **Was $10.95** . **$9.95**

Standard Outfit—1 Cutter Head, 1 Motor—$12.50 Value

In genuine leather pouch. Shpg. wt., 14 oz. **Formerly $8.95**

No. 8 Head
8 V 6335 . . . . **$7.95**

No. 10 Head
8 V 6339 . . . . **$7.95**

SCHICK SHAVER REDUCED

$12.50

Formerly $15.00. The Perfect Gift for "Him." Operates on A.C. or D.C. in 6, 32, 110-120 volts. **State voltage.** In leather case. **Postpaid.**

No. 7—For Average beards.
8 V 6337 . . . . **$12.50**

No. 10—For Heavy beards.
8 V 6338 . . . . **$12.50**

PACKARD SHAVER

$7.50

Formerly sold for $15.00 in our Big Catalog. A gift he'll be sure to appreciate. The shaver with the famous smooth, round cutter head that makes easy shaving assured! Operates on A.C. or D.C. 110-120 volts only. In leather case.

8 V 6336—**Postpaid** **$7.50**

See Sears Big Catalog for our complete line of electric shavers. If prices are reduced on any of these shavers we will give you the benefit of the lower prices.

A GIFT HE'LL USE

A Travel case fully worth $5.00. It's a sensational value! Comes complete with 13 fittings! Contains pair of military brushes, hat brush, file, picture frame mirror, shoe horn, large utility box and 6 other pieces. Genuine leather case with "zip" fastener measures about 17½x10½ inches open. A travel case he will really enjoy using. Black or brown color. **State choice. Print initials wanted.** Shpg. wt., 2 lbs. 12 oz.

13 Piece Set **$2.89**

8 V 9645.................... **$2.89**

A
B
HWG
ANY 2 OR 3 INITIALS STAMPED IN GOLD ON OUTSIDE OF CASE

TWO SPECIAL VALUES

Men's travel cases with "Zip" slide fasteners. Real bargains. **State initials.**

(A) 8-Piece Travel Case

Artificial leather; size about 13x8 inches open. Has 8 essential fittings.

8 V 9643—Shpg. wt., 1 lb. 6 oz. **$1.00**

(B) 10-Piece Travel Case

$2.50 Value. Genuine leather case 13x9 in. open. Has military brush, comb, photo frame mirror, 7 other pieces.

8 V 9644—Shpg. wt., 1 lb. 10 oz. **$1.69**

DOUBLE PURPOSE TRAVEL CASE

Compare with cases selling up to $10.00. Complete for travel, containing 15 pieces including 3 **genuine ebony** brushes and a comb, which make a smart dresser set for home use. Case is genuine top grain black or brown leather. **Print initials and state color.**

15 Piece Set **$4.79**

8 V 9646—Shipping weight, 3 pounds... **$4.79**

Ⓐ A PERSONAL GIFT

$3.69 Our Deluxe shaving stand set. Complete with initial on mirror shaving stand and the two full-size metal back military brushes. With comb and a shaving brush. Set finished in black color with chromium plated metal trim. Print initial. Shpg. wt., 6 lbs.

8 V 9647—Set....... **$3.69**

Ⓑ UPRIGHT SHAVE STAND

Adjustable type mirror, 6 in. in diameter, one side magnifying, other side regular with shaving cup and brush. Stands about 17 inches high. Shipping weight, 2 lbs. 5 oz.

8 V 9648............ **$1.79**

Ⓒ FOLDING SHAVE STAND

Mirror about 4x6 in., shaving brush and shaving soap cup. Black color with chrome plated decoration and trim. Size, folded about 3x6x1 in. Shpg. wt., 1 lb. 12 oz.

8 V 9674............ **$1.00**

ACE
LAVENDER
Shaving Lotion
SHAVING CREAM
ACE
Talcum
FOR MEN
COLGATE
COLGATE
PALMOLIVE
PALMOLIVE
COLGATE
PALMOLIVE
PALMOLIVE

ACE SHAVING SET

It's packed in a handsome gift box. Contains shaving lotion, talcum and shaving cream and it's the same high quality that sold last year for 69c. Shipping weight, 2 lbs. 8 oz.

39c

8 V 9649....... **39c**

SHAVING BOWL SET

Solves your gift problem. Contains Old Waverly lavender wooden shaving bowl with soap, after shave lotion and talcum powder. Shipping wt., 1 lb. 8 oz.

8 V 9668....... **59c**

PALMOLIVE GIFT SET

$1.20 value. Contains 25c size Palmolive shave cream, 35c size after shave lotion, 25c size talcum and 35c size Colgate dental cream. Shipping weight, 3 lbs. 6 oz.

8 V 9626....... **89c**

PALMOLIVE SPECIAL

Contains Palmolive talcum, shave lotion, 2 tubes shaving cream (one brushless) and tube of tooth paste. Makes a grand gift. Shipping weight, 1 lb. 3 oz.

8 V 9677....... **49c**

WOODBURY'S SET

$1.30 Value. Contains 2 cakes Woodbury soap, shaving cream, shaving lotion and after shave powder. Shipping weight, 3 lbs. 8 oz.

8 V 9678....... **87c**

STA-SHARP
ELITE

A PRACTICAL GIFT

nd one he will remember you y for months. The handsome nuffarette ash tray is a splen- id gift in itself and the 50 a-Sharp Elite Super-Thin lades in the tray are sure to lease. Shpg. wt., 14 oz.

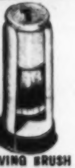
V 9679—Complete **79c**

TOOTH PASTE

FITTED TRAVEL CASE

Complete "zip" slide fastening travel case in genuine leather. Contains tooth paste, shaving cream, comb, nail file, razor and blade and tooth brush. Size when closed, 8x1x2½ inches. Shpg. wt., 1 lb.

8 V 9675............ **98c**



SHAVING BRUSH

Badger blend brush clamps into white celluloid holder. For home or travel. **Print initial wanted.**

8 V 9680

Shipping wt., 4 oz. **$1.00**

Give Him
ONE OF THE CLEVER NEW WALLETS

JAMES SMITH
THE NU-GUARD NEW 5-FEATURE WALLET
EMERGENCY KEYS

SPECIAL LOW PRICE ON 5-FEATURE FOLD

$1.95 Each

Secret bill pocket for his big money! Clever pocket for three spare keys! Celluloid card holder! Stamp and card pocket! Extra thin model! Two-fold style. Size, closed, 4½x3⅛ in. Shpg. wt., ea., 6 oz.

18 V 2356—In Black or Brown Buffalo $1.95
18 V 2360—In Embossed Brown Steerhide 1.95
18 V 2361—In Smooth Black Calfskin 1.95
Name in Gold Included. Print name wanted. State color.

STEERHIDE FOLD OR SET

$1.39 Billfold Only

Embossed 2-zip wallet of long-wearing Brown Steerhide. Three-fold style. Zip bill pocket and zip coin pocket with roomy gusset. Size, closed, 4½x3 in. Keycase with zip closing holds 6 keys and Lost and Found tag. Print name wanted in gold.

18 V 2323—Billfold only. Shpg. wt., 4 oz. $1.39
18 V 2251—Fold and Keycase. Shpg. wt., 7 oz. Set..... $1.95

NAME IN GOLD

STEERHIDE OR CALF

98¢ Ea.

Splendid value in this 3-fold wallet. Slide fastener closing. Size, closed, 4½x3 in.

18 V 2326—Embossed Brown Steerhide, or Black Calfskin not embossed. **State color and print name wanted in gold.** Shpg. wt., 4 oz.

NAME IN GOLD

IN TWO LEATHERS

65¢ Ea.

Real $1.00 value! 3-fold style. Size, closed, 4½x3 inches.

18V2276—In Brown Steerhide or Black Cowhide. **State color and print name wanted in gold.** Shipping weight, 4 oz.

GENUINE CALFSKIN

85¢ Fold Only

Fold or Set. 2-fold style. Size, closed, 4½x3 in. 6-hook key case.

Colors: Brown or Black. **State color; Print name wanted.**

18 V 2359—Fold. Shpg. wt., 3 oz.... 85c
18 V 2358—Set. Shpg. wt., 6 oz. $1.65

GIFTS HE WOULD BUY FOR HIMSELF

Humidor and Pipe Rack

Walnut humidor with felt bottom and tobacco moistener in cover. Holds about ½ pound of tobacco. Racks on sides for six pipes. Shpg. wt., 1 lb. 12 oz.

8 V 7980 .... 87c

Genuine Meerschaum Pipe

Snow-white hand carved bowl that will color beautifully. Genuine amber mouthpiece. Straight or bent stem. State choice. In plush lined leather case. Shipping wt., 10 oz.

8 V 7981 .... $4.98

4-Piece Smokers' Set

Two genuine briar pipes, one straight, one bent stem, cigar and cigarette holder. All have amber-color mouthpieces. Gift box. Shpg. wt., 12 oz.

8 V 7982 .... $1.00

Pouch and Pipe Set

$2 value! Genuine leather pouch with slide fastener and separate pockets for pipe and tobacco. Genuine briar pipe with aluminum moisture trap. Shpg. wt., 12 oz.

8 V 7983 .... $1.39

SEARS JUBILEE CIGARS

25 FOR ONLY $1.00

Here is a gift you can see him enjoy. He'll smile when he "whiffs" the fragrance and flavor of the finely blended tobacco in Sears Jubilee Cigars. They're fresh and mild. In natural wood hinged cover box with brass clasp. Shipping wt., 1 lb. 4 oz.

8 V 4604
25 cigars... $1.00

POPULAR TOBACCOS

In tins. Shpg. wt., ea., 1 lb. 14 oz.

Edgeworth **8 V 4534** 1 lb...... 98c	**Kentucky Club** **8 V 4514** 14 oz...... 69c
Prince Albert **8 V 4525** 1 lb..... 72c	**Velvet** **8 V 4531** 1 lb....... 73c

WELL KNOWN CIGARS

Creme—**8V4619**—3 for 10c Size. Shpg. wt., 1 lb. 12 oz. 50 for .. $1.39
White Owl—**8V4620**—5c Size. Shpg. wt., 1 lb. 12 oz. 50 for . $2.20
King Edward—**8V4615**—2 for 5c Size. Shpg. wt., 1 lb. 10 oz. 50 cigars for $1.15
Robt. Burns—**8V4613**—10c Size. Shpg. wt., 1 lb. 25 for $2.20

For Cigarettes
For Pipe

POCKET LIGHTER

Regens "Wind-guard" lighter. For lighting cigarettes, cigars or pipe. Press sides—top flies open, lights wick. Special guard protects against wind. Nickel plated finish. Shipping wt., 4 oz.

8 V 7984 .... 57c

BOND STREET PIPE SET

Includes (1) Bond Street rum lined pipe made of selected briar, walnut finish, with moisture-proof trap that insures a cool dry smoke; (2) Genuine leather tobacco pouch with rubberized lining and zip slide fastener. (3) pipe reamer in leather case; (4) 72 jumbo pipe cleaners. A value that would be hard to duplicate anywhere else at double this price. Shipping weight, 1 pound.

8 V 6941—All for $1.00

HERE'S THE IDEA THAT CHANGES A GOOD SHIRT INTO AN OUTSTANDING Gift hit

PERSONALIZE HIS SHIRT! His monogram beautifully embroidered on left sleeve.

Initials ⅜-in. high. **Colors:** Navy, Green, Brown, Maroon, Yellow, White. **State color, print three initials in order wanted.** Add 12c to remittance for each shirt to be monogrammed.

12c Extra

GIFT SHIRT AND TIE

Sure to make a hit with any man who likes to dress smartly! Sanforized-Shrunk cotton shirtings with a maximum fabric shrinkage of 1% (Std. Test CCC-T-191a). Matching four-in-hand tie of the same material. Packed in neat gift box.

Half Sizes: 14 to 17. **State size.** Shipping weight, a set, 1 lb. 3 oz.

33 V 490—Plain Blue
33 V 491—Plain Gray
33 V 492—Plain Green

$\$1^{59}$ SET

RICH PLAIN OR FANCIES

New cotton shirtings Sanforized for a maximum shrinkage of 1%. Tailored like higher priced shirts—non-wilt collars, pleated sleeves and back, large ocean pearl buttons. Patterns woven-through.

Half sizes: 14 to 17. **State size.** Shipping weight, each, 11 ounces.

33 V 3010—Plain White
33 V 3011—Plain Blue
33 V 3016—Figured Patterns
33 V 3017—Striped Patterns

$\$1^{29}$ EA.

FINE ECONOMY SHIRTS

Thrifty, but they're practical, impressive gifts. Lustrous combed cotton shirtings. Well made with non-wilt collars that won't wrinkle. Pleated backs and sleeves. 4-Hole ocean pearl buttons — all features of higher priced shirts.

Half sizes: 14 to 17. **State size.** Shipping weight, 11 ounces.

33 V 3020—Plain White
33 V 3021—Plain Blue
33 V 3022—Assorted Patterns

94¢ EA.

FINE PAJAMA Gift hits HE'LL APPRECIATE

WOVEN-THROUGH STRIPES

Regular $2.00 cotton broadcloth pajamas. Handsome blazer striped patterns woven right through, not just dyed. Trimmed with colored piping. Full cut for lasting comfort.

Sizes: A, (34 to 36-inch chest), B, (38 to 40), C, (42 to 44), D, (46 to 48). **Order by size letter.** Shpg. wt., a suit, 1 lb. 2 oz.

33 V 979—Coat Style
33 V 989—Middy Style

$\$1^{59}$ PR.

PATTERNED FLANNELETTE

Put these pajamas on your gift list! They're $1.59 values. A smart new novelty pattern in medium heavyweight cotton flannelette, softly napped on both sides for warmth. Shpg. wt., 1 lb. 2 oz.

Sizes: A (34 to 36-inch chest), B, (38 to 40), C, (42 to 44), D, (46 to 48). **Order by size letter.**

33 V 970—Coat Style
33 V 971—Middy Style

$\$1^{29}$ PR.

SANFORIZED FLANNELETTE

Mediumweight flannelette pajamas. Sanforized-Shrunk for lasting fit, having a maximum fabric shrinkage of 1%. Both styles trimmed with colored piping.

Sizes: A (34 to 36-inch chest), B, (38 to 40), C, (42 to 44), D, (46 to 48), E, (50 to 52). **Order by size letter.** Shipping weight, 1 pound.

33 V 952—Coat Style
33 V 953—Middy Style

98¢ PR.

Gift hits
FOR MEN AT LESS THAN $1

Ⓐ WOOL PLAID

Looks and feels like a $1.00 muffler! Woven to a soft finish in fine quality zephyr wool and wool worsted yarns. Size, about 12 by 48 inches including fringe. Patterns similar to illustration. Individually boxed.

Colors: Blue, Maroon, Gray or Brown. **State color.**

33 V 9590
Shipping weight, 7 ounces. **49c** Ea.

Ⓑ SMART SPATS

Serviceable wool felt.

Men's Sizes: 6, 7, 8, 9, 10. **Order same size as your shoe. State size.** Shipping weight, 8 ounces.

76V9000-Gray
76V9001-Tan
76V9007-Dark Oxford Gray **59c** Pr.

Leather Top Binding
76V9022-Gray
76V9023-Tan
76V9030-Dark Oxford Gray **79c** Pr.

Ⓒ 2-PIECE SET

A thrifty personalized gift! Rich gold colored two-tone buckle and full grain cowhide leather belt about 1⅜ inches wide. Packed in gift box.

Colors: Black or Brown.

Even Sizes: 30 to 42-inch waist. **State size, color and PRINT INITIAL.** Any initial except I, O, Q, U, V, X, Y or Z.

33 V 8960
Shipping weight, 7 ounces. **49c** Ea.

Ⓓ MUFFLER HITS

Each 12 by 50 inches including fringe. Packed in gift box. Shpg. wt., 8 oz.

Weighted Silk in Ground Colors: Navy Blue, White or Maroon. **Patterns:** (1) Paisley, (2) Embroidered Crest.

Soft Zephyr Wool (3) Plaids in Colors: Gray, Navy, Maroon.

33 V 9592
State pattern number and color. **79c** Ea.

Ⓔ 3-PIECE SET

Full grain cowhide bridle leather belt 1⅜ inches wide. Plus two-tone gold colored metal buckle and swinging tie holder . . each initialed. Packed in neat gift box.

Colors: Black or Brown.

Even Sizes: 30 to 42. **State size, color and PRINT INITIAL.** Any initial except I, O, Q, U, V, X, Y or Z.

33 V 8961
Shpg. wt., 8 oz. **95c** Set

Gift hits
FOR BOYS
AGES · · 4 TO 16

Ⓕ NEW GIFT SET

Shirts of fast-dye cotton broadcloths and percales. Rayon four-in-hand **tie** and novelty **tie clasp.**

Juveniles' Sizes: 6, 8, 10, 12 years. **State age-size and color.** Shpg. wt., 11 oz. **Boys' Sizes:** 12½, 13, 13½, 14 and 14½-inch neck. **State size and color.** Shipping weight, 13 ounces.

33V1458-White
33V1459-Tan, Blue or Green Patterns. **69c** Set

Ⓖ HOCKEY CAP

Knit of 100% soft worsted wool yarns. Stretchy ribbed knit band in contrasting colors — an exclusive feature of more expensive caps to keep them comfortably snug fitting.

Colors: Maroon with Gray, Navy Blue with Red, Royal Blue with White, or Brown with Orange. One size fits every boy.
Shpg. wt., 4 oz.

93 V 2420
State color. **59c** Ea.

Ⓗ FANCY TIES

Gay stripes and striking plaid patterns designed especially for boys' neckwear. Styled by one of America's leaders in boys' fashions; well made in smooth long-wearing rayon fabrics. Each in attractive gift box. Shipping weight, 4 ounces.

Colors: Blue, Brown, Red or Green. **State color.**

33 V 8540 Stripes
33 V 8541 Plaids **23c** Ea.

Ⓙ COWHIDE BELT

Top grain cowhide leather hand-woven into a rope-like belt with steel tongue buckle. Immediately accepted as a style sensation in men's belts last season at $1.00. Now in boys' sizes for less than half that price.

Even Sizes: 24 to 30-inch waist. **State size.** Shpg. wt., 5 oz.

33 V 8920 Black
33V8921-Tan **39c** Ea.

Ⓚ LINED GLOVES

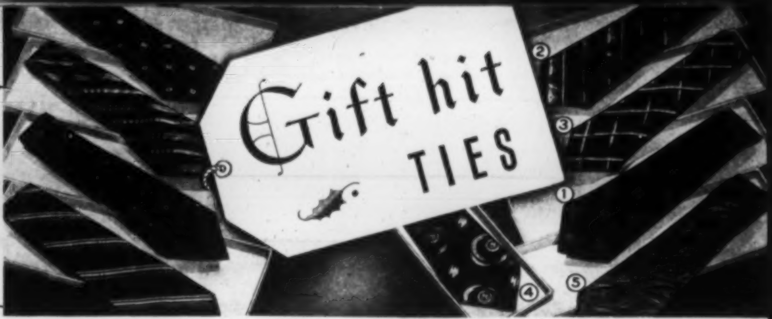
Grain capeskin leather, soft and pliable. Cotton fleece lined. Elastic web wrists. Shpg. wt., 4 oz.

Boys' and Girls' Sizes: 5 to 14 years. **State age.**

33 V 3914 Brown
33 V 3915 Black **48c** Pr.

Youths' Size: One size fits fellows 15 to 17 years.

33 V 3919 Black **59c** Pr.



Gift hit TIES

ATTRACTIVE PATTERNS IN RAYON FABRICS

Here's quality you seldom see at such a low price. Ties are interlined with cotton and wool. A wide variety of smart patterns similar to those illustrated. Machine made. Every tie packed in neat box. Makes an ideal gift.

Colors: Blue, Maroon or Brown. **State color.** Shpg. wt., 6 oz.

33 V 8424—Figures **33 V 8425**—Stripes

29c EACH

HAND MADE! PATTERNS HE'D PICK

Rayon fabrics, resiliently constructed with an all wool bias cut lining . . . fewer wrinkles, longer wear. In gift box. **Patterns:** (1) Figures; (2) Stripes; (3) Plaids; (4) Rayon Satin Brocades; (5) Paisley Designs. **Ground Colors** are Maroon, Blue, Brown or Green. Shpg. wt., 6 oz.

33 V 8430—**State pattern number and color.**

49c EACH

LUXURY ROBE

All wool flannel wrap-model. Big shawl collar and three pockets. Hand knotted rayon fringe on sash. Neatly boxed.

Colors: Navy Blue, Maroon or Brown.

Even Sizes: 34 to 48-inch chest. Shipping weight 2 lbs. 9 oz.

33 V 1946
State size and color.

$4.79 EA.

HEAVYWEIGHT

Genuine cotton Beacon blanket cloth robe. Double shawl collar. Rayon cord. Three pockets. Reinforced seams. Boxed.

Colors: Blue, Brown or Gray.

Even Sizes: 34 to 48-inch chest. **State size and color.** Shpg. wt., 3 lbs. 8 oz.

33 V 7499
Assorted Patterns.

$3.69 EA.

SWEATER Gift hits

Ⓐ FOR DAD

$2.89 EA.

A gift that's sure to be a winner with any man who likes to relax in dressy comfort. Stylish sports coat knit of fine quality all virgin Australian wool yarns in an elastic rib stitch—gives so easily it never binds, springs back in shape so quickly it always looks trim. Tailored in popular V-neck style to the high standards of the famous Woolastic brand. Full length Talon slide fastener opening. Taped pockets and reinforced shoulder seams. Individually boxed for easy wrapping. A regular $3.75 value.

Even sizes: 34 to 46-inch chest. **State size.** Shpg. wt., 1 lb. 7 oz.

83 V 1613—Brown Heather
83 V 1614—Gray
83 V 1615—Navy Blue
83 V 1616—Powder Blue

Ⓑ FOR SON

$1.98 EA.

Sporty looking warm sweater jacket. Knit of 100% virgin wool yarns in an elastic rib stitch . . . "gives" with every movement an active boy makes. Popular high fitting military collar and raglan sleeves. Solid color front and back with contrasting color sleeve and trim—a striking up-to-the-minute boys' fashion combination. Easy-working full length slide fastener closing. Long wearing, shape retaining. Two pockets. It's a regular $2.95 value, so don't forget to put it on your gift list. Individually boxed.

Even Sizes: 28 to 36-inch chest. **State size.** Shpg. wt., 1 lb.

83 V 1823—Royal Blue with Powder Blue
83 V 1824—Maroon with Light Gray

GLOVE Gift hits FOR HIM

CHRISTMAS SUPER-SPECIAL
RICH SUPPLE LEATHER . . FUR LINED FOR LUXURIOUS WARMTH PACKED IN HANDSOME GIFT BOX

Select imported capeskin—chrome tanned to make it softer. Fully lined with fine clipped coney (rabbit fur). Adjustable wrist strap. Full outseam sewn for better fit. Hand staggered effect back. In gift box.

Colors: Black or Brown.

Men's sizes: 8 to 10½. Half sizes. Shipping wt., 11 oz.

33 V 4250 — **State size and color.** **$2.49 PR.**

NEW "GRIPPER" PALM

Scuff-proof grain side horsehide, chrome tanned. Knit lining of 90% wool, 10% cotton. Full outseam sewn. Scientifically designed welts on palm, smart serpentine stitching on back—rugged for driving—handsome for dress. Black only.

Half sizes: 7½ to 10½. **State size.** Shpg. wt., 7 oz.

33 V 4240 Button Top
33 V 4241 Slip-On Style
$1.49 PR.

LINED CAPESKIN

Chrome tanned pig-grain capeskin gloves for men. Warm rayon and cotton lining. Leather bound tops. Shpg. wt., 6 oz.

Colors: Brown or Black.

Button Top **33 V 4264** **Slip-On** **33 V 4266**

Half sizes: 7½ to 10½. **State size and color.**

Adjustable Strap Wrist
33 V 4262
Half sizes: 8 to 10½. **State size and color.** **94c PR.**

NEAT "ZIP" BACK

Select chrome tanned capeskin with fancy knit lining of wool, rayon and cotton. New style zip fastener pulls leather gored back snugly to the wrist. Elastic at wrist. Streamlined stitched back.

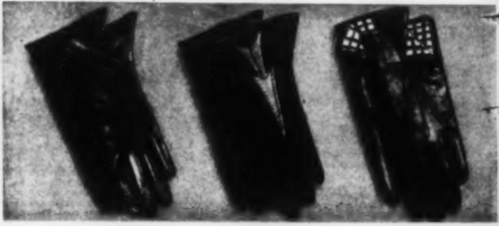
Colors: Black or Brown.

Men's sizes: 7½ to 10½. Half sizes. Shipping weight, 5 ounces.

33 V 4258 **State size and color.** **$1.69 PR.**

GLOVE Gift hits FOR HER

SLEEK KIDSKIN SLIPONS TRIMMED WITH TINY FRENCH KNOTS



LATEST EUROPEAN CREATION

Fine quality genuine kidskin, hand finished and table cut for the smooth fit every woman loves. Trim, light weight. Back and fingers are covered with tiny French knots—distinctively attractive. Overseam sewn and tailored in a manner befitting its fine leather. Imported from Czechoslovakia.

Colors: Black or Brown.

Quarter sizes: 6 to 8. Shipping weight, a pair, 3 ounces.

33 V 3034 **State size and color.** **$1.95 PR.**

THE HALF-AND-HALF

Smart contrast—back of choice imported lightweight capeskin leather, palm of fine quality sueded rayon fabric. Back neatly stitched down to finger tips to give it the fashionable tailored effect. Made in U.S.A.

Colors: Black or Brown.

Half sizes: 6 to 8½. Shipping wt., a pair, 2 oz.

33 V 2639 **State size and color.** **89c PR.**

CHAMOISUEDE FABRIC

Smooth leather overlays on back, decorated with zig-zag stitching. Fine quality double woven cotton chamoisuede slip-ons. Kip-knot finger seams. Bound tops. Imported from Czechoslovakia.

Colors: Black, Brown or Green.

Half sizes: 6 to 8½. Shpg. wt., 2 oz.

33 V 2638 **State size and color.** **59c PR.**

WARMLY LINED

Good quality chrome tanned lambskin. Rayon and cotton fleece lining. Made to keep that smooth tailored look. Stitched backs, half outseam sewn. Two styles. Made in U.S.A.

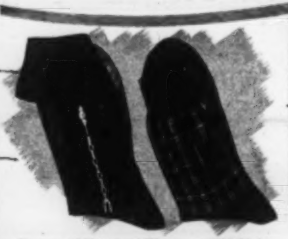
Colors: Black or Brown.

Half Sizes: 6 to 8½. **State size and color.** Shpg. wt., 4 oz.

33 V 3670 Button-Top
33 V 3672 Slip-On Style
96c PR.

THE Socks THAT MEN PREFER

are the socks to give
him this Christmas



Fine as SILK and Warm as WOOL!

BOTH SLACK AND REGULAR LENGTHS

Perfect for the man who wants to **dress well and feel warm!** No bulk, little weight to these, they're knit in such fine gauge. 80% fine wool, 20% rich silk. New 1939 patterns! Winter colors! Wool and cotton heels and toes.

48c Pr.

Colors: Black, Oxford gray, Dark blue, Dark brown in assorted patterns. **Sizes:** 10, 10½, 11, 11½, 12, 13. **State size and color.** Shipping weight, pair, 3 oz.; 3 pairs, 8 oz.

86 V 1933—Regular length; ribbed tops.

86 V 1932—Slack length; Lastex in ribbed tops.
Pair................**48c** 3 Pairs........**$1.40**

Give Him the Latest in SILK!

SLACK LENGTH OR REGULAR LENGTH

Here's a gift that's sure of a welcome! Silk socks with colorful rayon patterns **knit in!** Rich color combinations. New patterns. Fine mercerized cotton tops, toes and heels. Quality socks!

29c Pr.

Colors: Black, Blue, Brown or Gray in assorted patterns. **Sizes:** 10, 10½, 11, 11½, 12. **State size, color.** Shpg. wt., pr., 3 oz.; 3 prs., 7 oz.

V 4627—Regular length; ribbed tops.

6 V 4628—Slack length; Lastex in tops.
Pair................**29c** 3 Pairs..........**85c**

Wool for Warmth! Rayon for Luster! And Cotton to Make Them WEAR!

Now's your chance (they're Christmas Specials) to really please him on Christmas. Give him half a dozen pairs of the socks he would pick for himself! He likes them for their fine appearance . . . latest patterns, soft color combinations, fine gauge texture and the richness of rayon. He likes them for their comfort . . . 8% wool yarns add no bulk, but warmth. He likes the way they wear . . . made of select cotton, rayon and 8% wool yarns with cotton reinforcements in the heels and toes. Seamless feet.

18c Pr.

Colors: Brown, Navy blue or Oxford gray in assorted patterns. **Sizes:** 10, 10½, 11, 11½ and 12. **State size and color.** Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4996—Pair..................**18c** 3 Pairs............................**52c**

"Keeps-M-Up"
SLACK SOCKS
OR REGULAR
LENGTHS

Fine RAYONS With a "Quality" Look

The colors, the patterns, the rich dull texture . . . all tell you they're QUALITY RAYONS! The patterns are in self colors and silvery shades. And both the short top slacks and the regular length socks have narrow rows of Lastex in the top to keep them up neatly and comfortably. High spliced heels. Double soles and mercerized cotton tops, heels and toes.

19c Pr.

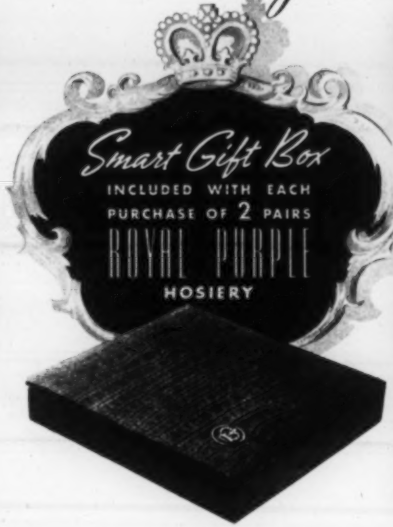
Colors: Black, Blue, Brown or Gray in assorted patterns. **Sizes:** 10, 10½, 11, 11½ and 12. **State size and color.** Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4625—Regular length; ribbed tops.

86 V 4626—Slack length; Lastex in tops.
Pair..............................**19c** 3 Pairs.........................**55c**

A BOX OF *Royal Purple* HOSIERY

REG. U. S. PAT. OFF.



ALL the excitement of Christmas gift-giving . . . and amidst the untying of ribbons, the breaking of seals, the tearing of gay paper . . . before she sees her gift of lovely stockings, she sees the box they come in. You can be proud of this one! She'll love its luscious color . . . its beautiful embossing that looks like dull soft leather. A lovely introduction to some of the most beautiful stockings that will find their way under any tree this Christmas.

PARIS CABLES US THE LATEST COLORS

. . . and we're ready with hosiery colors to enhance them. There's *Radiant*, an iridescent that changes from rose to rust, smart with black and the new red-browns. *Winter sun*, our lightest shade, a rosy beige, and *French nude*, a copper beige with medium rose cast, both beautiful with black and all dark shades. *Burnt beige*, a wine beige with a slight brown cast for your browns or wine shades. *Jaunty*, a taupe-beige with a slight brown cast, *Townwear*, a grayed taupe and *Smoke*, a gun-gray, all good with every winter color.

Luxurious

DELIGHT HER WITH A GIFT OF EXQUISITELY LOVELY SHEERS

2 PAIRS $1.79 IN GIFT BOX

There'll be "oh's" and "ah's" when she opens the box and discovers these! She'll know them for what they are—real $1.35 stockings. In one of the latest colors. Sheer. Exquisitely fine. Not only more flattering than most—but so "right" in every way they'll give smartness to her whole outfit. They're "Crepes"—that means they look sheerer, wear longer than others. Cobwebby, glamorous 2-threads, flatteringly sheer 3-threads or practical 4-threads to choose from. Full fashioned of clear silk, flawless, Ringfree, and beautifully detailed; all silk heels and toes. **Sizes:** 8½, 9, 9½, 10, 10½. **State size, color.** Two pairs of one size and color in a gift box. Shpg. wt., 2 pairs, 11 oz.

2-THREAD	3-THREAD	4-THREAD
Wispy, super sheer and lovely. **Colors:** Radiant; Winter sun or French nude.	Sheer; grand for day or evening. **Colors:** Radiant; Winter sun, or French nude.	Chiffons, beautiful and practical. **Colors:** Burnt beige, Townwear, or Smoke.
86 V 922	**86 V 923**	**86 V 924**
2 Pairs . . . **$1.79**	2 Pairs . . . **$1.79**	2 Pairs . . . **$1.79**

THE PERFECT GIFT FOR CHRISTMAS

Smart

NOT $1 A PAIR AS ANYONE WOULD GUESS

2 PAIRS $1.55 IN GIFT BOX

Smart winter outfits demand smart stockings in right colors—and here they are! Fragile-looking, exquisite in their gift box—but they **really wear!** They have a crepe-like finish, their silk threads especially treated to resist snags and runs. Clear, Ringfree; full fashioned.

Colors: French nude, Burnt beige, Townwear. **Sizes:** 8½, 9, 9½, 10, 10½. **State size, color.** Two pairs, one size and color in box. Shpg. wt., 2 prs., 11 oz.

3-THREAD

Sheer 3-threads with wear-giving reinforcements of all silk.

86 V 913

2 Prs.

$1.55

4-THREAD

Practical, dependable Chiffons. Silk over cotton toes, soles.

86 V 914

2 Prs.

$1.55

5-THREAD

Service chiffons. Silk over cotton soles, heels, toes.

86 V 915

2 Prs.

$1.55

High Style

GIVE HER DARK HEEL 3-THREAD CHIFFONS

2 PAIRS $1.98 IN GIFT BOX

Christmas is the time to feel extravagant—to wear Dark Heel Sheers! Please her with a box of these expensive-looking (but really inexpensive) stockings. She knows they're flattering, fashion-right — and $1.35 in practically any store. They're sheer 3-threads — that look even sheerer with dark heels, dark seams. Full fashioned; Ringfree; all silk. **Sizes:** 8½, 9, 9½, 10, 10½. Two pairs of one size and color in box. Shpg. wt., 2 prs., 11 oz.

BLACK HEELS

Colors: Townwear or Smoke, with beautiful **Black Heels. State size and color.**

86 V 920

2 Pairs....**$1.98**

BROWN HEELS

Colors: Winter sun, or French nude with **Brown Heels. State size and color.**

86 V 921

2 Pairs....**$1.98**

Practical

SHE'S SEEN THIS QUALITY AT 79c

2 PAIRS $1.29 IN GIFT BOX

If she likes 69c and 79c stockings, buy her these! You'll pay less for them and she'll get really fine stockings in a beautiful gift box. **Fine** stockings in every sense of the word. Clear; Ringfree. Full fashioned of select silk with every Royal Purple feature. Picot tops; French heels. **Colors:** Jaunty, Townwear or Smoke. **Sizes:** 8½, 9, 9½, 10, 10½. **State size, color.** Two pairs of one size and color in a gift box. Shpg. wt., 2 prs., 12 oz.

4-THREAD

Practical chiffons for sheerness and wear. Silk over cotton soles, heels, toes.

86 V 904

2 Pairs....**$1.29**

7-THREAD

Heavier, longer wearing service weights. Cotton tops, toes, heels and soles.

86 V 907

2 Pairs....**$1.29**

She'll Thank You for These
STUNNING PAJAMAS
ADORABLE "NIGHTIES"
. . . and Mean it!

DIRNDL PAJAMAS

$1.85 Rich, shimmering rayon satin 2-piece pajamas. Dirndl-type blouse is shirred at the waist and trimmed with lace and ribbon run lace beading. Trousers are wide and comfortable.

Even Sizes: 34 to 40-inch bust. State size. Shipping weight, 12 ounces.

29 V 984—Tearose
29 V 985—Light Blue

LACY NIGHTGOWN

$1.39 Here's glamour! A "figure-fitting" bias cut nightie built on the same flowing, slim-waisted lines as an evening gown! Rich heavy quality rayon satin topped with gorgeous lace.

Even Sizes: 30 to 40-inch bust. State size. Length, about 54 in. Shipping wt., 10 oz.

29 V 982—Tearose
29 V 983—Light Blue

PHILIPPINE GOWN

88c Give these dainty practical gowns for gifts. Lots of pretty Philippine hand embroidery. Scalloped V-neck; flattering cap sleeves. Tie-back sash. Soft better quality nainsook. Attractively packed in Christmas box. Length, about 52 in.

Even Sizes: 34 to 44-inch bust. **State size.** Shpg. wt., 10 oz.

29 V 980—White
29 V 981—Tearose

GIFTS SHE'LL ADORE

59c EACH

DAINTY PANTIES

Good quality silk and rayon satin.
Size 1 fits 30 to 34-inch hips.
Size 2 fits 35 to 38-inch hips.
Size 3 fits 39 to 42-inch hips.
State size number. Shpg. wt., ea., 3 oz.

Ⓐ *Rich Lace Trim*
29 V 2552—Tearose. Each . . **59c**
Ⓑ *Embroidered and Appliqued*
29 V 2553—Tearose. Each . . **59c**

"SUZY-Q" SLIP

Lace trimmed California top and deep lace bottom with ribbon drawn through dainty beading. 4-gore bias cut. Double stitched. Lgth., abt. 45 in.

Even Sizes: 32 to 44-inch bust. **State size.** Shpg. wt., each, 5 oz.

29 V 3609—Tearose. Ea. . **$1.55**
2 for **2.98**

Introducing

"Suzy-Q"

MODERN VERSION OF GRANDMOTHER'S QUAINT CAMISOLE SLIP

$1.55 EACH

in Rayon and Silk Satin Lavishly Trimmed with Lace

JUST IN TIME FOR CHRISTMAS

Sears New Rayon Satin

Straight Cut Slip

$1.15 EACH

INEXPENSIVE COPY OF A MOST EXPENSIVF SLIP

- Straight Cut Skirt That Won't Ride Up
- Adjustable Straps
- Bias Cut Double Front and Back Yokes

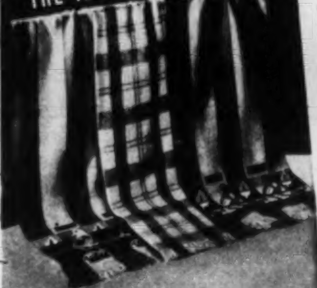
New! Wonderfully practical slip every woman will welcome! **Fashioned so it won't ride up!** Well tailored California top is **double fabric**, front and back, true **bias cut** . . . the skirt is **straight cut.** Strong seams. Better quality lustrous rayon satin. Adjustable straps. Length, about 44 inches.

Even Sizes: 34 to 44-inch bust. **State size.** Shipping weight, each, 7 ounces.

29 V 3608—Tearose. **$1.15** Ea. 2 for **$2.23**

Scarfs

THE IDEAL GIFT FOR ALL!



FINE ALL WOOL

Regular Imported

$1.00 to $1.50 Values

65c EACH

Extra fine quality. Caressingly soft and warm. Size, about 10x44 inches. A beautiful assortment of luxurious all wool scarfs imported from France, Poland and Czechoslovakia. Includes other equally artistic patterns not pictured. Our stylist will select pattern for you that you're sure to like. Predominating colors: Brown, Blue, Green, Red or Wine. State color.

18 V 4348—Shipping weight, 8 ounces 65c

Initials mark it Personal

WHITE SILK SCARFS

With Actual Embroidered Initial

SINGLE INITIAL 59c

Hand-knotted fringe. Tubular style in weighted silk crepe. In white with carefully embroidered black initial. Size, 9x47 inches with fringe. All initials except I, O, Q, U, V, X, Y, Z. **Print plainly initial wanted.** Shpg. wt., 7 oz.

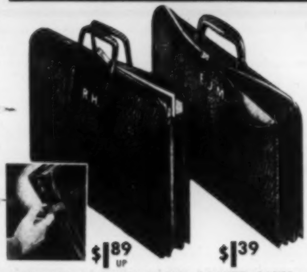
18 V 4345....59c

THREE INITIALS 85c

Extra good quality weighted white silk crepe. Self fringe edges. Tubular style. Any 2 or 3 initials smartly embroidered in contrasting black. Size, 9x42 inches. Initialing takes 5 days. **Print plainly initials wanted.** Shpg. wt., 7 oz.

18 V 4386....85c

BRIEF CASES WILL PLEASE



$1.89 UP **$1.39**

GENUINE LEATHER THREE-POCKET CASES

Real strength and long life in this case. First a 20-lb. weight was tied to the patented **bottom expansion straps.** Then the case was lowered and raised 50,000 times to test strength of these straps and the new **disappearing handles.** Neither suffered. 3 pockets. Walrus grained split cowhide; Keratol gussets, fibre partitions. 16x12 in. Black or Brown. **State color, initials.** Shpg. wt., 2 lbs. 10 oz.

12 V 5434....**$1.89**

12 V 5344—Top grain cowhide sides, shark grained. Split cowhide gussets. Extra wide center pocket. Shipping weight, 2 lbs. 12 oz....**$3.95**

4-oz. stock, shark grained split cowhide. Use as brief case or envelope. Slide fastener. Drop style leather handle. Keratol gussets. Fiber partitions. Size, 16x11 in. **Black or Brown. State color and initials wanted.**

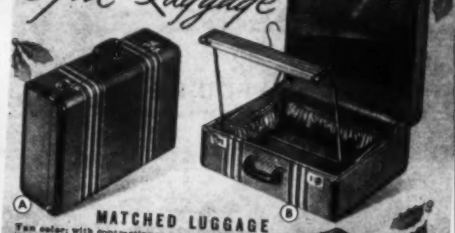
Shipping weight, 1 pound 14 ounces.

12 V 5430.**$1.39**

Gold Initials

Included with brief cases on request. Style as shown. **Print initials wanted.**

Give Luggage



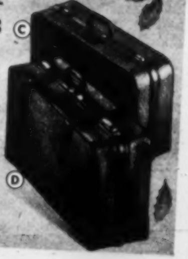
MATCHED LUGGAGE

$3.98 (A)

Tan color; with contrasting woven stripes. Pyroxylin coated, waterproof fabric over strong basswood frames. Cloth lining. Bound with top grain cowhide. Brass plated locks.

Ⓐ **6 V 9429**—Women's O'Nite Case. 21x14x6¾ in. Body pockets. Shpg. wt., 7 lbs....$3.98

Ⓑ **6 V 9446**—Women's Wardrobe Case. Size, 21x18x6¾ in. Holds 4 to 8 dresses wrinkle free. Shpg. wt., 12 lbs....**$7.98**



GLADSTONES—STEEL FRAMES

Genuine 2½ to 3-oz. top grain cowhide leather. Black or Brown. State color.

Ⓒ **Women's**—Fine rayon lining. Two pockets on divider. Size, 22x13x6½ in.

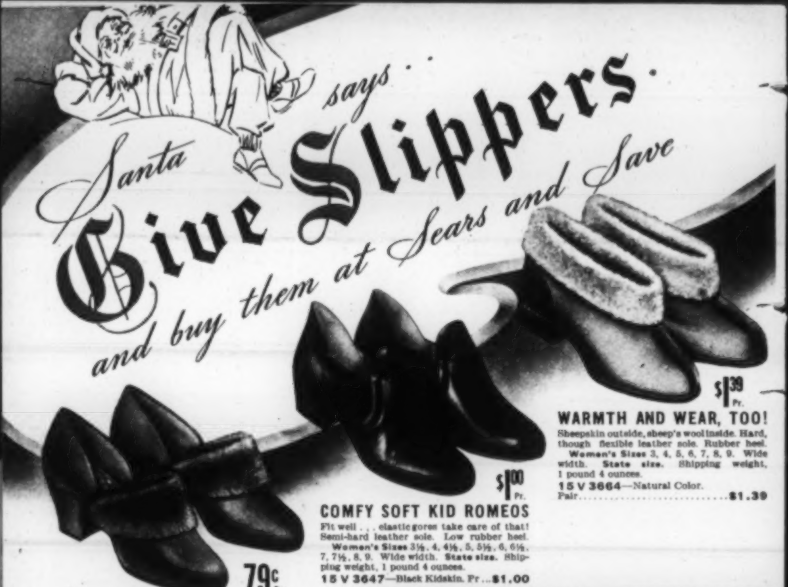
6 V 9237—Shipping weight, 10 lbs....**$9.69**

6 V 9214—Same, only split cowhide....$5.98

Ⓓ **Men's**—Worth ⅓ more! Plaid cloth lining. Shirt fold and pockets on divider. Heavy steel hardware. Size, 24x13½x8 in.

6 V 9236—Shipping weight, 12 lbs....**$7.39**

6 V 9228—Similar, only split cowhide....$4.39


Santa says . .
Give Slippers.
and buy them at Sears and Save

$1.39 Pr.

WARMTH AND WEAR, TOO!

Sheepskin outside, sheep's wool inside. Hard, though flexible leather sole. Rubber heel.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Wide width. **State size.** Shipping weight, 1 pound 4 ounces.

15 V 3664—Natural Color.
Pair.................................**$1.39**

$1.00 Pr.

COMFY SOFT KID ROMEOS

Fit well . . . elastic gores take care of that! Semi-hard leather sole. Low rubber heel.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. **State size.** Shipping weight, 1 pound 4 ounces.

15 V 3647—Black Kidskin. Pr...**$1.00**

79¢ Pr.

WHAT SHE REALLY WANTS

Is this pair of cosy D'Orsays of rich rayon velvet with downy rayon plush cuffs. Padded leather sole. 1⅝-inch heel. Holiday price.

Women's Sizes 4, 5, 6, 7, 8, 9. Wide width. **State size.** Shipping weight, 14 oz.

15 V 3871—Light Blue. Pair......**79c**

FOR CHILDREN

VERY HANDSOME

59¢ Pr. Good quality velveteen. Padded leather sole. Low wedge heel.

Children's Sizes 9, 10, 11, 12, 13, 1, 2. Wide width. **State size.** Shpg. wt., 10 ounces.

15 V 962
Red
15 V 963
Royal Blue
Pair.....**59c**

WARM BARGAIN!

$1.00 Pr. Sheepskin leather. Sheep's wool inside. Hard leather sole.

Children's Sizes 9, 10, 11, 12, 13, 1, 2. Wide width. **State size.** Shpg. wt., 1 lb. 2 oz.

Order one size larger than shoe.

15 V 958—Red
15 V 961—Blue
Pair..**$1.00**

DESCRIPTIONS OF SLIPPERS ON OPPOSITE PAGE

Ⓐ *Cozy—Warm Bootee*

Soft kidskin. Sheep's wool lined. Fur-like shearling cuff. Hard leather sole. Rubber heel. An exceptional value.

Women's Sizes 4, 5, 6, 7, 8, 9. Wide width. **State size.** Shipping weight, 1 pound 6 ounces.

15 V 3661—Red
15 V 3662—Blue
15 V 3663—Black
Pair.............................**$1.98**

Ⓒ *Suede Cloth Bootee*

Warmly lined suede-like cotton fabric with natural color shearling cuff. Hard leather sole. 1½-inch heel. Bargain!

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Wide width. **State size.** Shpg. wt., 1 lb. 6 oz.

15 V 3719—Wine Suede Cloth
15 V 3720—Blue Suede Cloth. Pair.......................**79c**

Ⓔ *Makes a Smart Gift*

Winged-effect bridge slipper. Padded leather sole. New comfort wedge heel.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Wide width. **State size.** Shpg. wt., 1 lb. 2 oz.

15 V 3725—Blue Velveteen
15 V 3726—Black Velveteen
Pair.............................**79c**

Ⓖ *New Low Dutch Heel*

Kid vamp. Zapon (patent leather-like fabric) quarter. Padded leather sole.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Wide width. **State size.** Shpg. wt., 1 lb. 2 oz.

15 V 3746—Black, Red Trim.
15 V 3745—Royal Blue, Black Trim. Pair...........**$1.00**

Ⓙ *A Gift She'll Love*

Lovely printed rayon crepe slipper. Hard leather sole. Comfy wedge heel.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. Wide width. **State size.** Shipping weight, 1 pound 2 ounces.

15 V 3732—Blue
15 V 3733—Black. Pair...**$1.00**

Ⓑ *Makes Elegant Gift*

Skinner's silk faced satin. Embroidered vamp. Leather sole. 1¼-in. heel.

Women's Sizes 3½ to 8. Wide width. **State size.** Shpg. wt., 1 lb. 4 oz.

15 V 3727—Royal Blue, Red Platform
15 V 3728—Burgundy, Green Platform
15 V 3729—Black, Red Platform
Pair.............................**$1.69**

Ⓓ *A Welcome Present!*

Fine grade rayon crepe bridge slipper. Padded leather sole. 1½-inch heel.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Wide width. **State size.** Shpg. wt., 1 lb. 2 oz.

15 V 3740—Black with Red Trim
15 V 3741—Black with Blue Trim
Pair.............................**69c**

Ⓕ *Printed Rayon Crepe*

Hi-front slipper, colorful braided cuff. Hard leather sole. 1⅝-inch heel.

Women's Sizes 3½ to 8. Wide width. **State size.** Shipping weight, 1 lb. 2 oz.

15 V 3730—Blue
15 V 3731—Black. Pair...**$1.00**

Ⓗ *Soft Leather Bootee*

Rayon plush cuff. Warm lining. Padded leather sole. Comfortable 1⅛-inch heel.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Wide width. **State size.** Shpg. wt., 1 lb. 4 oz.

15 V 3743—Burgundy
15 V 3742—Blue.
15 V 3744—Black, Red Cuff. Pair.**$1.00**

Ⓚ *Platform Contrasts*

Rayon satin open toe slipper. Hard leather sole. 1⅝-inch Dutch heel.

Women's Sizes 3½ to 8. Wide width. **State size.** Shipping weight, 1 lb. 2 oz.

15 V 3689—Burgundy, Green Platform
15 V 3688—Royal Blue, Red Platform
Pair.............................**$1.00**

SEE OUR FALL AND WINTER CATALOG FOR OTHER SMART STYLES

EACH ONE A SMART BARGAIN!

Ⓐ
$1.98 Pair

CHRISTMAS SUPER-SPECIAL

[illegible]
AMERICAN

Ⓑ
$1.69 Pair

Ⓒ
79c Pair

Ⓓ
69c Pair

Ⓔ
79c Pair

SEE DESCRIPTIONS ON OPPOSITE PAGE

Ⓕ

YOUR CHOICE $1.00 A PAIR

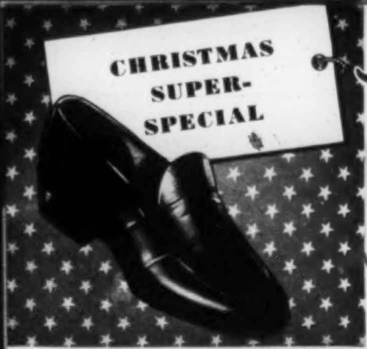
Ⓖ

Ⓗ

Ⓙ

Ⓚ

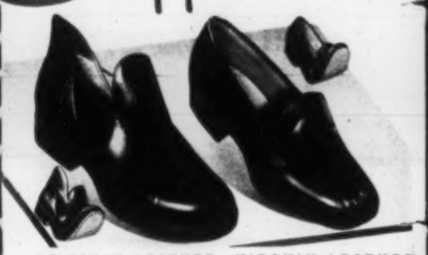
Slippers.. THE



NEWEST "SADDLE" MOCCASIN STYLE

$1.69 Pair Chocolate brown elk-tanned leather uppers. Firm counter. Oak leather sole. Rubber heel. **Men's Sizes:** 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. Wide width. **State size.**

67 V 3920—Shpg. wt., 1 lb. 6 oz. Pair..........**$1.69**



COLTSKIN LEATHER

$1.15 Pair Elastic side gore. Solid leather insole. "Compo" outsole. Rubber heel. **Men's Sizes:** 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. Wide width. **Order half size larger than shoe.** Shpg. wt., 1 lb. 13 oz.

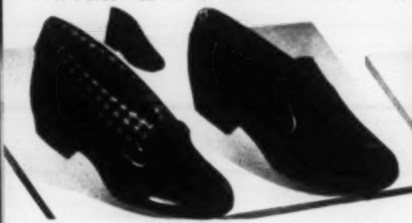
67 V 3907—Brown. Pair .**$1.15**

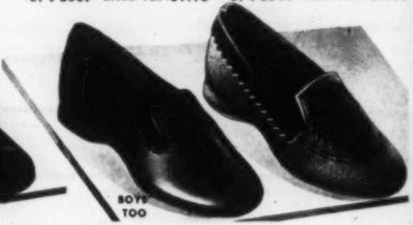
KIDSKIN LEATHER

$1.75 Pair Fully lined. Flexible oak leather soles. Rubber heels. **Men's Sizes:** 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. Wide width. **State size.** Shipping weight, 1 lb. 8 oz.

67 V 3943—Brown.

67 V 3944—Black. Pair ..**$1.75**





FELT—HAND-TURNED LEATHER SOLES

95c Pair Wear the checked collar up on cold nights. Brown felt uppers. Kid leather reinforced toe. Rubber heel. **Men's Sizes:** 6, 7, 8, 9, 10, 11, 12. Wide width. **State size.** Shipping weight, 1 lb. 8 oz.

67 V 3904—Pair..........**95c**

95c Pair An Everett—the style men pick for themselves! Brown felt uppers. Shape-retaining counter. Rubber heel. **Men's Sizes:** 6, 7, 8, 9, 10, 11, 12. Wide width. **State size.** Shipping weight, 1 pound 8 ounces.

67 V 3932—Pair..........**95c**

WARMLY LINED

85c Men's Brown elk-tanned leather uppers. Padded leather soles, heels. **State size.** **Men's Sizes:** 6, 7, 8, 9, 10, 11, 12.

67 V 3919—Shpg. wt., 12 oz. Pr. **85c**

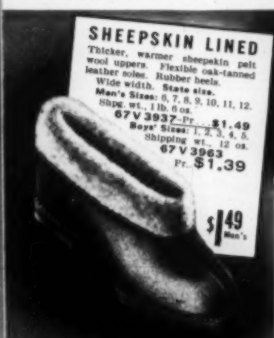
Boys' Sizes: 1, 2, 3, 4, 5.

67 V 3959—Shpg. wt., 11 oz. Pr. **75c**

ALL LEATHER

59c Pair "Indian Chief" on brown split leather uppers. Contrasting leather collar. Padded sole, heel. Shpg. wt., 13 oz. **Men's Sizes:** 6, 7, 8, 9, 10, 11, 12. Wide width. **State size.**

67 V 3915—Pair.......**59c**



SHEEPSKIN LINED

Thicker, warmer sheepskin pelt wool uppers. Flexible oak-tanned leather soles. Rubber heels. Wide width. **State size.**

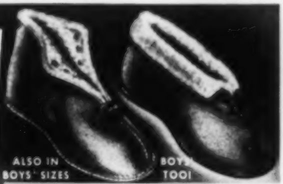
Men's Sizes: 6, 7, 8, 9, 10, 11, 12. Shpg. wt., 1 lb. 6 oz.

67 V 3937—Pr. ...**$1.49**

Boys' Sizes: 1, 2, 3, 4, 5. Shipping wt., 12 oz.

67 V 3963 Pr.. **$1.39**

$1.49 Men's



WARM PACS

65c Men's Chrome-tanned sheepskin pelt wool uppers. **State size.** **Men's Sizes:** 6, 7, 8, 9, 10, 11, 12. Shpg. wt., 8 oz.

67V4956—Pair . **65c**

Boys' Sizes: 1, 2, 3, 4, 5. Shpg. wt., 6 oz.

67V5702—Pr.. **55c**

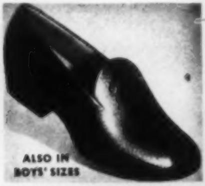
LOW PRICED

79c Men's Sheepskin pelt wool. Chrome leather soles. Wide width. **Men's Sizes:** 6, 7, 8, 9, 10, 11, 12. Shpg. wt., 14 oz.

67V3908—Pair . **79c**

Boys' Sizes: 1, 2, 3, 4, 5. Shpg. wt., 12 oz.

67V3962—Pr.. **69c**



LOW PRICED EVERETTS

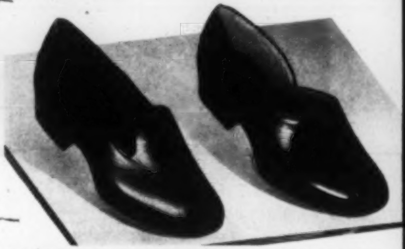
98c Men's Brown comfortably lined, leather-like fabric uppers. Oak-tanned leather soles. Live rubber heels. Wide width. **State size.** **Men's Sizes:** 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11. Shpg. wt., 1 lb. 4 oz.

67 V 3910—Pair................**98c**

Boys' Sizes: 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½. **State size.** Shpg. wt., 1 lb.

67 V 3964—Pair...............**95c**

PERFECT GIFT FOR EVERY MAN AND BOY



HAND TURNED . . . OAK LEATHER SOLES

Brown elk-tanned cowhide leather Everett. Firm counter. Rubber heel. **$1.49** Pair

Men's Sizes: 6, 7, 8, 9, 10, 11. Wide width. **State size.** Shipping weight, 1 pound 6 ounces.

67 V 3914—Pair **$1.49**

Rich Burgundy color coltskin leather Opera. Leather lining. Firm counter. Rubber heel. **$1.49** Pair

Men's Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11. Wide width. **State size.** Shpg. wt., 1 lb. 8 oz.

67 V 3916—Pair **$1.49**

Boys' Specials

EVERY BOY WANTS SLIPPERS LIKE THESE

"Big Chief" design on the brown split leather uppers! Contrasting leather collar. Felt lining. Padded chrome leather sole and heel. **54c** Pair

Boys' Sizes: 1, 2, 3, 4, 5. Wide width. **State size.** Shpg. wt., 11 oz.

67 V 3951—Pair **54c**

A real favorite—with its picture of a Boy Scout on the brown felt uppers. Leather tip prevents scuffing through. Padded leather sole, heel. **54c** Pair

Boys' Sizes: 1, 2, 3, 4, 5. Wide width. **State size.** Shpg. wt., 9 oz.

67 V 3965—Pair **54c**

NEW "INDIAN PAC" HI-CUT . . . A PRACTICAL GIFT FOR ANY BOY!

TIRE CORD SOLE, HEEL

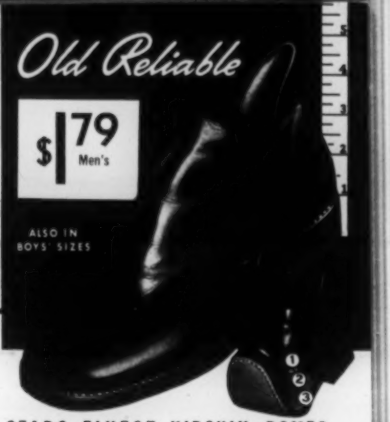
$2.59 Pair

What boy wouldn't like to wake up Christmas morning and find a pair of these under the tree! Just what he needs for winter sports and school wear. Oil-tanned chocolate brown leather uppers resist moisture . . . help keep his legs dry. Skid-proof TIRE CORD sole and heel wear longer . . . help keep his feet dry. One-piece solid leather insole. Full, toe-to-heel leather midsole.

Boys' Sizes: 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½, and 6. Wide width. **State size.** Shpg. wt., 3 lbs. 14 oz.

67 V [illegible]—Pair $2.59

Old Reliable



SEARS FINEST KIDSKIN ROMEO

A gift for father or son that will be remembered and enjoyed for months to come. Look at its "3-ply" construction—(1) Fine quality kidskin leather uppers that are 5 inches high in back—(2) Drill cloth backing for extra strength—(3) Durable drill lining. Leather lined pull tab. Soft kid leather lined quarter. Fine quality elastic side goring. Easy-flexing construction with one-piece grain leather midsole and oak-tanned leather outsole. Rubber heel.

Wide width. **Order half size larger than your shoe.**

Men's Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12 and 13. Shipping weight, 2 pounds.

67 V 3936—Brown. **67 V 3946**—Black. Pair. **$1.79**

Boys' Sizes: 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½.

67 V 3956—Brown. Shpg. wt., 1 lb. 5 oz. Pair. **$1.69**

For a Wider Selection of Slippers and Shoes
See Our Big General Catalog

A "MAN-SIZE" GIFT

DOUBLE TANNED FOR EXTRA WEAR

$2.69 Pair

WERE ~~$2.98~~

Just what any man who likes the out-of-doors prefers. And here it is at a timely 29c saving! Sturdy black leather uppers—double-tanned to resist barnyard acids and give longer wear. Drill lined vamp. Solid leather insole. 13-nail rubber heel.

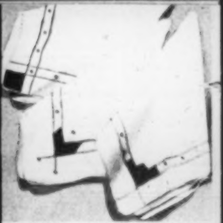
Men's Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. Wide width. **State size.** Shpg. wt., 4 lbs. 10 oz.

67 V 4947

Pair **$2.69**

16 IN. HIGH
SURE GRIP COMPO SOLE

CHRISTMAS
SUPER-SPECIAL



LINEN • • • HAND APPLIQUED

19c Each

For Him! Styles that carry just the right bit of color. Fine white Irish linen, colored hand drawn threads, dots and applique in corner. Asstd. styles. Rolled edges. **About 17 inches square. Colors:** White with Blue, Brown or Red. **State color.**

25 V 2515—Shipping weight, 2 oz.

Women's gift assortment. Sheer white cottons, multicolor hand loom embroidery in corner. Narrow hemstitched hem. **Size, about 10½ in. square.** Asstd. designs.

25V2322—Shpg. wt., 5 oz. **3 in Box 17c**

Gift Assortment, Extremely Low Priced. Fine Irish linen. Dainty multicolor embroidery in corner. Hemstitched hems. **About 10½ in. square.** Asstd. designs.

25V2373—Shpg. wt., 5 oz. **3 in Box 25c**

Unusually pretty styles in gift box. Sheer white cotton opal cloth. Multicolor hand loom embroidery. Venise style lace corner. Hemstitched. Assorted designs. **About 11½ inches square.**

25V2359—Shpg. wt., 5 oz. **3 in Box 37c**

Hand Embroidery in Multicolors on finer quality white Irish linen. Gift assortment includes some with hand appliqued designs. Hand rolled hems. About 11½ inches square. Assorted styles.

25V2337—Shpg. wt., 5 oz. **3 in Box 47c**

GAY NEW PRINTS FOR HER

12 for 35c

Bright, pretty 'kerchiefs to spice up winter clothes! Better-than-usual quality, of finer cotton in richer four-color prints. **Larger size, too (12x12 inches).** Assorted designs and colors. Narrow hems.

25 V 2375—Shipping weight, 5 ounces.

BORDERED STYLES FOR HIM

6 for 23c

Fine white cottons including white "satin" stripes, assorted fast color woven borders and a few plains. Some hemstitched, some hemmed. **Size, about 16½ to 17 in. square.** 6 in assorted styles.

25 V 2542—Shipping weight, 5 ounces.

BARGAINS FOR WOMEN

Big variety bright cottons. Includes colored woven borders, asstd. prints and a few plain whites. **Abt. 10¼ to 11 in. square.** Hemmed. Six assorted. Shipping weight, 3 ounces.

25 V 2360 .... **6 for 15c**

KIDDIES' NOVELTY 'KERCHIEFS

Snow White and 7 Dwarfs. Asstd. fast color cottons. **Abt. 9 in. sq.** Shpg. wt., 4 oz.

3 in Box **25 V 2331** **19c**

Dionne quints. Asstd. fast color cottons. **Abt. 10 in. sq.** Hemmed. Shipping wt., 6 oz.

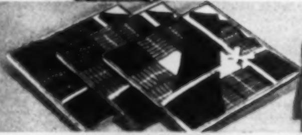
3 in Box **25 V 2369** **19c**

WHAT'S NICER THAN HIS OWN INITIAL?

3 for 59c

White cotton with fast color woven borders and embroidered initial to match. **Abt. 17¼ in. square.** Narrow hems. 3 assorted colors in gift box. Any initial except I, O, Q, U, V, X, Y, Z. **Print initial.**

25 V 2543—Shipping weight, 6 ounces.



GIVE HIM A TIE SET

To contrast his suit! Fine cotton 'kerchief with wide, colored border, hand rolled edges. **About 17 in. square.** Handmade rayon tie, wool lined. **Colors:** Navy Blue, Maroon or Brown. **State color.** Shipping weight, 8 oz.

25 V 2546—Set **79c**

"INITIALS" ALWAYS WELCOME

Embroidered initial on cotton. ⅛-inch hemstitched hems.

25 V 2566 — Shpg. wt., 4 oz. **6 for 39c**

Asstd. white cotton satin stripe borders. Embroidered Appenzell-blue initial on fine cotton. Shpg. wt., 3 oz.

25 V 2547—**3 for 29c**

Each handkerchief **about 17 inches square.** Any initial except I, O, Q, U, V, X, Y, Z. **Print initial.**

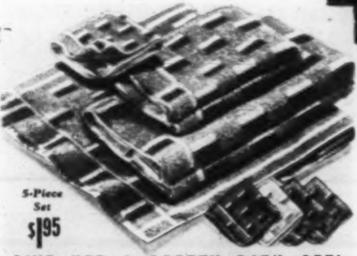
CHRISTMAS SUPER-SPECIAL

- *Hand Embroidered*
- *Hemstitched Hems*
- *Made in America*
- *In Gift Boxes*

79c A PAIR

LOVELY GIFT PILLOWCASES. Think how many people on your Christmas list would be delighted with them! Multicolor lattice effect hand embroidery on firm white cotton. **Cut size, abt. 42x36 inches. Washfast** Blue, Green, Gold, Orchid, Rose or White hems. **State color of hem.** Patterns similar to illustration.

19 V 7111—Shipping weight, 12 oz. **A Pair** **79c**



5-Piece Set $1.95

GIVE HER A PRETTY BATH SET!

Or a dozen towels! Or Washcloths! "Avalon" design in lovely two-tone colors; quality is thick, luxurious. Woven "rope" effect white border. **Washfast** Blue, Green, Maize, Orchid, Peach. **State color.**

18x28-Inch Guest Towel 19V8145—Shpg. wt., 5 oz. Ea. .. **27c**
22x44-Inch Bath Towel 19V8146—Shpg. wt., 11 oz. Ea. .. **59c**
22x32-Inch Bath Mat 19V8148—Shpg. wt., 13 oz. Ea. .. **97c**
12x12-Inch Wash Cloths 19V8147—Shpg. wt., 5 oz. **3** for **32c**

19 V 8149—5-PIECE ENSEMBLE—1 guest towel, 1 bath towel, 1 bath mat, 2 washcloths. **State color.** Shpg. wt., 2 lbs. 2 oz. .. **$1.95**

DECORATIVE TOWELS

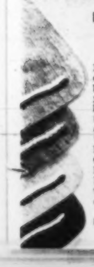
Less Than **10c** *Each In Lots of 4*

Quaint tea service design gives unusual interest to kitchen towels. Soft cotton with 5% linen. **Size, 16x28 in. Colors:** White with washfast Blue, Green or Red design. **State color.** Shpg. wt., 15 oz.

19 V 8650—**4** for **39c**

BATH MAT SET

$1.00



For gifts! Tufted chenille—so soft, luxurious looking, you'd think it cost lots more! **18x32-inch mat. Standard size lid cover. Washfast Colors:** Blue, Green, Maize, Orchid, Peach or Black and White Mottled (not illustrated). **State color.**

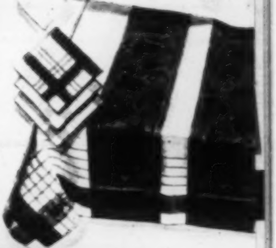
19 V 8411
Shpg. wt., 1 lb. 5 oz.

SMART GIFT IDEA

Brilliant Mexican fiesta design on this tablecloth of bleached Pepperell cotton. Hemmed. Pre-laundered, washfast. **Predominating colors:** Blue, Brown or Red. **State color.** Sizes are approximate.

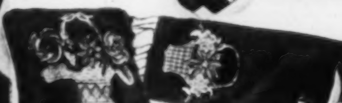
19V7166—42x42 In. Shpg. wt., 9 oz. Ea. .. **69c**
19V7167—52x52 In. Shpg. wt., 12 oz. Each **95c**
19V7168—52x68 In. Shpg. wt., 15 oz. Each ... **$1.29**
19V7169—13x13-In. Napkins. Shipping weight, 6 oz. **6** for **79c**

ETAMINE LINEN



Heavy crash cloths. Open work Florentine design. Hemmed, pre-laundered. Czecho. imports. White with washfast Blue, Dubonnet (Wine), Gold or Green design. **State color.**

19V7427—51x51 In. Shpg. weight, 12 oz. Each **$1.00**
19V7428—51x68 In. Shpg. wt., 15 oz. Ea. **$1.49**
19V7429—58x78 In. Shpg. wt., 1 lb. 3 oz. Ea. .. **$1.79**
19V7430—58x88 In. Shpg. wt., 1 lb. 5 oz. Ea. .. **$1.98**
19V7431—16x16-In. Napkins. Shpg. wt., 7 oz. **6** for **$1.00**

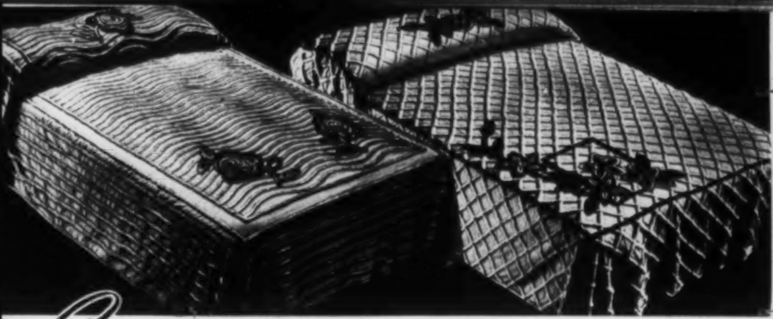


GIFTS ALL THE FAMILY WILL ENJOY!

Scarfs, Pillow covers, centerpieces for living room, sunroom, nook! Rayon pile plush pieces with new "embossed" effect floral pattern. Silky looking, lovely! Long rayon fringe on scarfs and centerpieces. **Colors:** Red, Green or Rust backgrounds. **State color.**

16-In. Pillow Slip (Not filled). Plain back. Shpg. wt., 6 oz.
25V4143—Ea. **47c**

Size		Cat. No.	Shpg. Wt.	Ea.
8¾ x17	In.	25V4138	8 oz.	19c
11½ x22½	In.	25V4139	10 oz.	33c
17 x17	In.	25V4141	10 oz.	49c
27 x27	In.	25V4142	12 oz.	98c



Chenille BEDSPREADS · · GIFTS SHE'LL TREASURE

USUAL ~~$4.98~~ VALUE!

- —washfast rich-toned pastels
- —fine quality colored sheeting
- —gorgeous flower motifs
- —big size, 90x105 inches

Thrilling loveliness of color and pattern to make the gift glamorous! "Wavy" stripes of lustrous, heavy high-pile cotton chenille in self-tone and sparkling clusters of colored florals give fluffy rich look of luxury. Washfast, so color magic lasts; heavy enough to use as a coverlet, too. **Colors:** Dusty rose; Blue; Green; Gold; Peach or Old rose. Shpg. wt., each, 3 lbs. 12 oz.

96 V 2899—State color.

You Save 70¢

$4.28 EACH

USUAL ~~$3.48~~ VALUE!

- —sparkling colored florals
- —easily laundered; washfast
- —smart diamond pattern
- —big size, 90x105 inches

She'll delight in the soft richness of this white-with-color spread. Tufted as generously as costlier spreads on durable creamy white sheeting. Deep velvety white cotton chenille traces diamond pattern; florals are in multi-colors, gay as a garden. Panel outlined in following **colors:** Blue; Green; Rose; Orchid or Dubonnet. **Also** Brown with gold. Shpg. wt., 3 lbs. 14 oz.

96 V 2898—State color.

You Save 60¢

$2.88 EACH

CHINA AND GLASS VALUES *that make Gift Money go Farther*

$2.98 32 Pc. Worth at Least $5.00

FINE AMERICAN SEMI-PORCELAIN

Save $2.00! A timely offering of gift ware that will please the most exacting person. Light ivory with colorful sprays of fuchsia in natural colors . . . a design as gay and colorful as the Christmas season itself. Our buyers scoured the market for dishes practical enough for every day use, yet attractive enough for a gift. See our big catalog for pieces in each set.

35 V 4390—32-piece Set. (Service for 6.) Shipping weight, 19 pounds.. **$2.98**
35 V 4390—53-piece Set. (Service for 8.) Shipping weight, 37 pounds.. **$5.98**
35 V 4390—Sugar and Creamer. Shipping weight, 3 pounds.............. **79c**

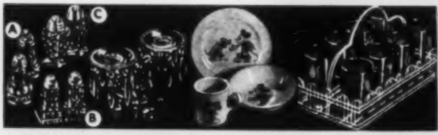
GENUINE CHINA TEA SET

$2.79

Was $3.49

The Ideal Gift Set. When "everything stops for tea" this lovely Dresden tea set does the honors with grace and charm! Snowy-white china, with delicate traced gold design, accented by tiny pink rose buds and green leaves. Genuine translucent Japanese china. Set consists of 8 cups, 8 saucers, 8 tea plates, covered sugar (2 pieces), creamer, and teapot (2 pieces). Shpg. wt., 19 lbs.

35 V 8104—29-Pc. Tea Set.. **$2.79**



CUT GLASS SALT AND PEPPERS

37¢ Up Direct from Czechoslovakia.

(A) Round shape. Shpg. wt., 10 oz.
35 V 8110-Pair **37c**

(B) Square Modern-shape with cut-crystal tray. Shpg. wt., 12 oz.
35 V 8112-Set.. **49c**

(C) Square shape. Shpg. wt., 10 oz.
35 V 8117-Pair **59c**

CRYSTAL CANDELABRA

$1.49 Has 16 sparkling cut glass prisms on double candelabra of gleaming crystal. $2.00 value. Height, 5⅝-in. Width, 9⅝-in. Shpg. wt., 3 lbs. 10 oz. each.

35 V 1137
Each... **$1.49**

GIVE MICKEY MOUSE DISHES

47¢ A gift that will please any child. Their food will be more appealing when served in these cute Mickey Mouse dishes. A real help to Mother. 7-in. plate, 5⅝-in. oatmeal dish, and 6-oz. mug. Shipping wt., 2 lbs. 8 oz.

35 V 8000
Set.............. **47c**

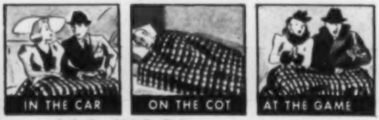
BEVERAGE SET 9 PIECES FOR

$1.00 A convenient way to serve beverages. Includes eight tall 9-ounce thin blown glasses decorated with red tulips and green leaves. Wire rack carrier is white enameled. $1.59 Value! Shipping wt., 5 lbs.

35 V 1138
Set......... **$1.00**

CHRISTMAS SUPER-SPECIAL

MOTOROBES..THE GIFT OF A HUNDRED USES



ALL WOOL..GAY PLAIDS

$4.98

54 x 74 Inches **Weight, 3¼ Pounds**

Color strikes a dominant note here! This motorobe makes a **thrilling gift . . . it's fine enough** to please the most exacting person on your list! All wool, same on both sides in a rich woven-through plaid that features the clear, bright colors usually found only in very expensive robes. Thick, heavy fringe at ends. **Colors:** Medium Blue, Green, Red, Brown or Tan predominating. Shipping weight, 3 pounds 10 ounces.

24 V 8525—State color. Each..................$4.98

$3.95

ALL WOOL..SUBSTANTIALLY HEAVY

58x76 Inches **Weight, 3 Pounds**

"Tops" in value for **all-wool warmth and weight at a small price!** Practical, too . . . the handsome woven-through plaids are in soil-resisting deep colors. Four-inch all-wool fringe at ends. Designed for the car, this large-size robe is also a grand companion at outdoor sports events and picnics. **Colors:** Green, Blue, Brown or Gray predominating. Shipping weight, 3 pounds 5 ounces.

24 V 8518—State color. Each..............................$3.95

$1.99

REVERSIBLE . . FRINGED

LARGE SIZE . . HEAVY WEIGHT

60x70 Inches **Weight, 4½ Pounds**

Famous as a smart, low-priced gift. Big, heavyweight robe in gay colors; different plaid woven on each side . . . has the appearance of a much higher priced robe. Imported from Italy. All cotton, smoothly napped; fringed ends. **Colors:** Green, Brown, Red, Blue, Gray or Tan predominating. State color. Shpg. wt., 5 lbs.

24 V 8500—Each..$1.99

FIRST TIME THESE LARGE DOUBLE BED SIZES SO LOW PRICED

70x80-In. **77¢** PR.

COTTONS

First in **economy!** Marvel Value blankets made of all **new American cotton, no waste.** Overlock stitched ends. Double bed size. **Colors:** Blue, Green, Orchid or Rose, with White. **State color.**

70x80 Inches

Pair of Blankets
Wt., pr., 2¼ lbs.
Shpg. wt., 2 lbs. 7 oz.
24 V 7031—Pr. .77c

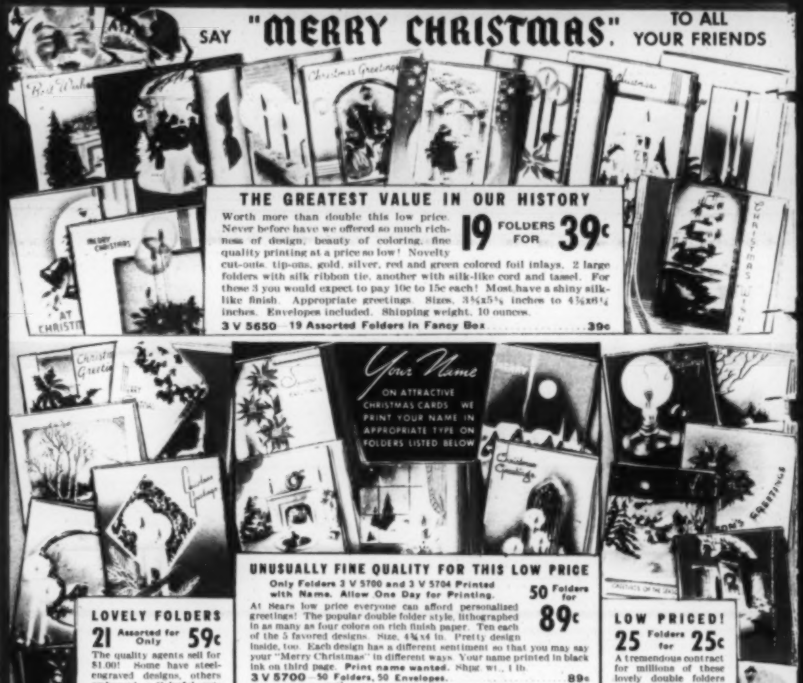
Single Blanket
Wt., 1⅛ lbs.
Shpg. wt., 1 lb. 4 oz.
24 V 7032—Ea. 39c

PART WOOLS

Not Less Than 5% Wool. Only $1.68 for a pair of part wool blankets in big **72x84-inch double bed size!** Sounds unbelievable, but it's Sears price for the holiday season! Highland quality, fine imported cotton with 5% wool; all new material. Softly napped, and bound with sateen. **Colors:** Blue, Green, Orchid or Rose, each with White. **State color.** Wt., pr., 3¼ lbs. Shpg. wt., 3 lbs. 14 oz.

24 V 7406—Pr. $1.68

72x84-In. **$1.68** PAIR



SAY "MERRY CHRISTMAS" TO ALL YOUR FRIENDS

THE GREATEST VALUE IN OUR HISTORY

19 FOLDERS FOR 39c

Worth more than double this low price. Never before have we offered so much richness of design, beauty of coloring, fine quality printing at a price so low! Novelty cut-outs, tip-ons, gold, silver, red and green colored foil inlays. 2 large folders with silk ribbon tie, another with silk-like cord and tassel. For these 3 you would expect to pay 10c to 15c each! Most have a shiny silk-like finish. Appropriate greetings. Sizes, 3⅝x5⅛ inches to 4⅞x6¼ inches. Envelopes included. Shipping weight, 10 ounces.

3 V 5650—**19 Assorted Folders in Fancy Box** **39c**

Your Name

ON ATTRACTIVE CHRISTMAS CARDS WE PRINT YOUR NAME IN APPROPRIATE TYPE ON FOLDERS LISTED BELOW

UNUSUALLY FINE QUALITY FOR THIS LOW PRICE

Only Folders 3 V 5700 and 3 V 5704 Printed with Name. Allow One Day for Printing.

50 Folders for 89c

At Sears low price everyone can afford personalized greetings! The popular double folder style, lithographed in as many as four colors on rich finish paper. Ten each of the 5 favored designs. Size, 4⅜x4 in. Pretty design inside, too. Each design has a different sentiment so that you may say your "Merry Christmas" in different ways. Your name printed in black ink on third page. **Print name wanted.** Shpg. wt., 1 lb.

3 V 5700—**50 Folders, 50 Envelopes** **89c**

PRETTY POINSETTIA FOLDERS

25 Folders for 95c

Cut-out design showing silver color foil underlay. Sentiment **"With Best Wishes for A Merry Christmas and Happy New Year."** Fancy finish paper. Size, 4¼x5½ in. With envelopes. **Print name wanted.** Shpg. wt., 1 lb.

3 V 5704—**25 Folders** **95c**

LOVELY FOLDERS

21 Assorted for Only 59c

The quality agents sell for $1.00! Some have steel-engraved designs, others embossed. Colorful cut-outs, tip-ons, large double folders with gold or silver color inlays or with silk ribbon ties. Several sell for as high as 25c each. Sizes, 4¼x5½ to 5x6 in. Envelopes included. No two alike. Shipping weight, 12 ounces.

3 V 5685—**21 Ass't in Fancy Box** **59c**

LOW PRICED!

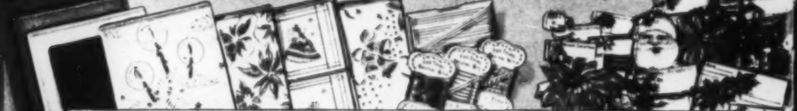
25 Folders for 25c

A tremendous contract for millions of these lovely double folders makes this low price possible! Poinsettias, Candles and Holly, Snow Scenes, Carolers, Coaches, in beautiful colors on smooth finish papers. Sizes 3⅝x5 to 4⅝x5½ in. Shpg. wt., 8 oz. In fancy box.

3 V 5690

25 Folders for **25c**

IT'S A BETTER GIFT WHEN IT'S BETTER WRAPPED



SEARS DELUXE ASSORTMENT

Beautiful wrappings for gifts

5 sheets fancy paper. 40 sheets tissue paper: 6 Red; 3 Green; 3 Blue; 28 White. 100 Cards, Tags, Seals. 66 feet assorted cellophane and tinsel ribbon. 75 feet Red, Green and Silver color cord.

3V5590—Shpg. wt., 1 lb. 3 oz. **49c**

Economy Assortment

169-piece. 27 sheets tissue paper: white, red, green and holly design; 140 cards, tags, and seals; 150 ft. of tinsel cord. 15 ft. cellophane ribbon.

3 V 5595—Shpg. wt., 12 oz. ... **27c**

TO WRAP AND TIE YOUR GIFTS

High grade Christmas tissue! Sheet size, 30x20 in. **39-sheet Assortment**—22 white, 8 red, 4 green, 5 decorated in colors. Shpg. wt., 1 lb. 4 oz.

3 V 5566—**39 Assorted Sheets** **21c**

V hite Tissue Paper. Shpg. wt., 12 oz.

3 V 5569—**24 Sheets for** **10c**

3 V 5589—**Cellophane Ribbon,** ¼-inch wide. **Colors:** Red, Green or Blue. **State color.** Shipping weight, 2 oz. **90 feet for** **10c**

3 V 5586—**Decorated Cellophane, Ribbon,** ½-inch wide. Camels and Wise Men design. **Colors:** Silver and gold on red, green or blue cellophane. **State color.** Shipping weight, 2 ounces. **40 feet for** . **10c**

CARDS—TAGS—SEALS

The one we recommend

Large 5¼-inch red poinsettia seal, 3⅜-in. holly and poinsettia spray, 2 large cut-out Santa seals, cut-out cards, novelty tags, Do-Not-Open labels and other colorful pieces.

175 DeLuxe Pieces

3V5558—Shpg. wt., 7 oz. **19c**

Assortment of 100 cards, tags and seals (not illustrated). Shpg. wt., 3 oz.

3 V 5567—All for **10c**

For the Home
For Him
For Her
For the Home

SEARS, ROEBUCK

WE GUARANTEE TO SATISFY

HOW TO SEND MONEY **The safest and best way to se**
is by postoffice or express mo
bank draft, or personal check. The mail carrier will be glad to buy
order for you if you live on a rural route. Just give him your Sears
money and he will attend to it for you. The postoffice charge for mone
6c for money orders up to $2.50; 8c from $2.51 to $5.00; 11c fro
$10.00; 13c from $10.01 to $20.00. If more convenient, money orde
purchased at any telegraph office.

Avoid sending cash or postage stamps with orders unless a
necessary, and if you do send cash have your letter registere

If in a special hurry, telegraph your order and we will ship it C.C
your complete address in telegram.

ON PARCEL POST SHIPMENTS be sure to include
money in your rem
pay the postage as charges must be paid in advance. *We will re*
penny you send over actual postage required.

ON FREIGHT SHIPMENTS if there is a freight agen
station, you don't need t
money for freight charges. If there isn't a freight agent it is necessa
money to prepay freight charges. Charges are the same either way.

PLEASE DO NOT WRITE IN THIS SPACE

Amount Received From Customer

Number of Article in Catalog	Quantity Desired	NAME OF ARTICLE WANT

Spaces for Ordering M

Name of Garment Wanted	Chest Size	Waist Size	Trouse Inseam

If You Have Moved Since Sending Your Last Order Please Give For

Street Address **Rur**
Ro
Please give both your Route and Box number, if on a Rural

Postoffice______________________________ **State**_

(Xmas) **Be Sure to State SIZE and C**

SAY "MERRY CHRISTMAS" TO ALL YOUR FRIENDS

THE GREATEST VALUE IN OUR HISTORY

19 FOLDERS FOR 39c

Worth more than double this low price. Never before have we offered so much richness of design, beauty of coloring, fine quality printing at a price so low! Novelty cut-outs, tip-ons, gold, silver, red and green colored foil inlays. 2 large folders with silk ribbon tie, another with silk-like cord and tassel. For these 3 you would expect to pay 10c to 15c each! Most have a shiny silk-like finish. Appropriate greetings. Sizes, 3⅝x5⅝ inches to 4¾x6¼ inches. Envelopes included. Shipping weight, 10 ounces.

3 V 5650—**19 Assorted Folders in Fancy Box** **39c**

Your Name

ON ATTRACTIVE CHRISTMAS CARDS. WE PRINT YOUR NAME IN APPROPRIATE TYPE ON FOLDERS LISTED BELOW

UNUSUALLY FINE QUALITY FOR THIS LOW PRICE

Only Folders 3 V 5700 and 3 V 5704 Printed with Name. Allow One Day for Printing.

50 Folders for 89c

At Sears low price everyone can afford personalized greetings! The popular double folder style, lithographed in as many as four colors on rich finish paper. Ten each of the 5 favored designs. Size, 4⅜x4 in. Pretty design inside, too. Each design has a different sentiment so that you may say your "Merry Christmas" in different ways. Your name printed in black ink on third page. **Print name wanted.** Shpg. wt., 1 lb.

3 V 5700—**50 Folders, 50 Envelopes** **89c**

PRETTY POINSETTIA FOLDERS

25 Folders for 95c

Cut-out design showing silver color foil underlay. Sentiment **"With Best Wishes for A Merry Christmas and Happy New Year."** Fancy finish paper. Size, 4¼x5½ in. With envelopes. **Print name wanted.** Shpg. wt., 1 lb.

3 V 5704—**25 Folders** **95c**

LOW PRICED!

25 Folders for 25c

A tremendous contract for millions of these lovely double folders makes this low price possible! Poinsettias, Candles and Holly, Snow Scenes, Carolers, Coaches, in beautiful colors on smooth finish papers. Sizes 3⅝x5 to 4⅝x5½ in. Shpg. wt., 8 oz. In fancy box.

3 V 5690

25 Folders for **25c**

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59c

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BETTER GIFT WHEN IT'S BETTER WRAPPED

ASSORTMENT

ings for gifts
40 sheets tissue
; 3 Blue; 28 White.
. 66 feet assorted
ribbon. 75 feet
color cord.
lb. 3 oz. **49c**

ssortment
ts tissue paper;
holly design; 140
; 150 ft. of tinsel
ribbon.
t., 12 oz. .. **27c**

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White Tissue Paper. Shpg. wt., 12 oz.

3 V 5569—**24 Sheets for** **10c**

3 V 5589—**Cellophane Ribbon,** ¼-inch wide. **Colors:** Red, Green or Blue. **State color.** Shipping weight, 2 oz. **90 feet for** **10c**

3 V 5586—**Decorated Cellophane Ribbon,** ½-inch wide. Camels and Wise Men design. **Colors:** Silver and gold on red, green or blue cellophane. **State color.** Shipping weight, 2 ounces. **40 feet for** .. **10c**

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The one we recommend

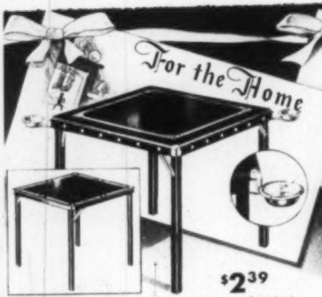
Large 5¼-inch red poinsettia seal, 3⅝-in. holly and poinsettia spray, 2 large cut-out Santa seals, cut-out cards, novelty tags, Do-Not-Open labels and other colorful pieces.

175 DeLuxe Pieces

3V5558—Shpg. wt., 7 oz. **19c**

Assortment of 100 cards, tags and seals (not illustrated). Shpg. wt., 3 oz.

3 V 5567—All for **10c**



$2.39

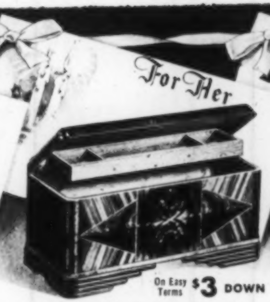
Special Christmas Offer! Super-Jumbo Card Table

Strong! Supports 400 lbs. Liquor-proof, washable. Spanish grained reinforced heavy fiber board top. Sturdy frame. Double leg braces of rigid steel. Two rust-proof cadmium plated coasters or ash trays easily attached to corners. Top, 30x30 in.; height, 26½ in. **Colors:** Tan top, brown legs; Ivory top, ivory legs; or walnut finished top (not Spanish grained but made to resemble walnut wood) and legs. **State color.**

1 V 4824—Shpg. wt., 12 lbs. Mailable **$2.39**

(Insert) Silver color decorated black fiberboard top. Wood frame, finished black. Size: 28½x28½ in., ht., 25½ in.

1 V 4821—Shpg. wt., 9 lbs. Mailable **$1.19**

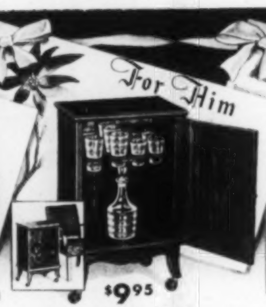


On Easy Terms $3 DOWN

Cedar Chest with Tray!

Give "Her" this exquisite Cedar Chest for all those precious things. Automatic rising tray. Modern design—Waterfall front, rounded corners and streamlined base. Front panel of matched Clara Walnut veneer with Marquetry inlay and Orientalwood and Walnut veneers. Top and sides of American Walnut veneer. ⅜-in. red cedar interior. Cadmium plated combination hinge and lid supports. Spring lock. 2 keys. Size: 45x19 in.; ht., 22½ in. See Big Catalog for Easy Terms.

1 VM 3782—Tray included. Shpg. wt., 95 lbs. **$24.95**



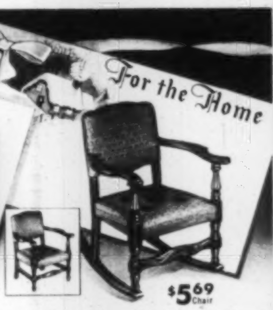
$9.95

New! Smart! Different!

A good-looking Cellarette to hold cocktail and liquor supplies. Hardwood finished in lustrous walnut. Door front veneered with beautifully figured butt walnut. Sliding shelf contains 12 various sized glasses. Large glass decanter included. Lock on door. Top, 18x13 in. Ht., 28 in.

1 VM 4893—Shpg. wt., 37 lbs **$9.95**

All items except mirrors shipped from Chicago or Philadelphia; you pay transportation from there. Send order to our nearest Mail Order House.

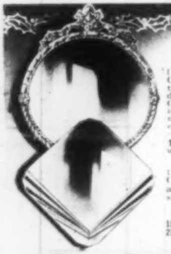


$5.69 Chair

Comfortable Chair or Rocker

Add to the comfort of your home. Padded, button-tufted seat and softly padded back. Expertly upholstered. Hardwood, walnut finished. Beautifully turned front legs and fluted arm supports. Carved stretcher. Durable cotton tapestry covering. Seat, 19x18½ in.; Ht., 33 in.; Rockers easily put on. **Color:** Rust or Green. **State color.**

1 VM 15201—Chair. Shpg. wt., 23 lbs. **$5.69**
1 VM 15202—Rocker. Shpg. wt., 23 lbs. **5.89**
1 VM 15203—Chair and Rocker. Shipping weight, 46 pounds **$10.88**



Mirrors for Moderns

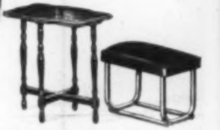
(Top) Eighteenth Century French. Antique gold color finish, decorated moulding. Overall size, 28x25 in. 24-in. **plate glass** mirror. Copper sealed back. Shpd. from stock. Not mailable.

1 VM 4182—Shpg. wt., 25 lbs. **$4.98**

Blue and white trim. Clear glass. Compo back. Mailable. Shpd. from stock. **State size.**

1 V 4184

Size	Shpg. wt.	Price
18x18 in.	9 lbs.	$1.00
22x22 in.	14 lbs.	1.69

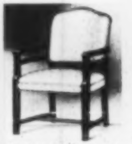


Occasional Table. Good looking. Strong hardwood, finished walnut. Legs rigidly braced. Shaped top; 28x18 inches. Ht., 29 in. Easily assembled. Mailable.

1 V 3399—Shpg. wt., 16 lbs. **$2.98**

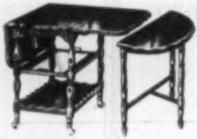
Bench. For radio, fireside or vanity. Heavy, chrome plated tubular base. Red artificial leather seat. Padded. Size, 18x12 in. Ht., 18 in. Easily assembled. Mailable.

1 V 4896—Shpg. wt., 15 lbs. .. **$6.79**



Occasional Chair. Attractive Antique White, Green or Brown artificial leather cover. Soft, padded spring seat, 19x18-in. Padded back. Hardwood frame, walnut finished. Ht., 36-in. **State color.** Shipping weight, 25 lbs.

1 VM 1481 .. **$6.88**



Hostess Tea Cart. Hardwood walnut finished. Removable glass tray. Easy rolling casters. Top, 28x18 in.; with leaves up, 39x28-in. Ht., 28-in.

1 VM 3594—Shpg. wt., 30 lbs. **$8.88**

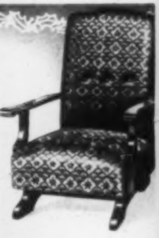
End Table. Buy several. Graceful turned legs and apron under top. Hardwood, finished walnut. Top, 20x10-in.; ht., 22-in. Mailable.

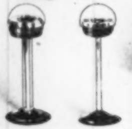
1 V 3608—Shpg. wt., 7 lbs. **95c**

Built for Comfort!

Newest Swing Rocker. Looks like lounge chair. Rocks with superbly easy, gentle motion. Softly padded, luxurious, extra high back, non-sag, cushiony spring seat: 22x19 in.; ht., 37-in. Hardwood frame, finished walnut. Joints are double-doweled. Upholstered in beautiful Rust, Wine or Green rayon velour. **State color.**

1 VM 1404—Shpg. wt., 52 lbs. .. **$9.89**





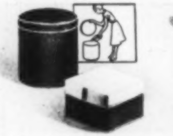
Push Button drops ashes into large closed ash receiver. Non-tipping base. All steel. Baked-on Brown enamel finish. Nickel trim. Ht., 20 in. Mailable. (Left) Triple post. Shpg. wt., 4 lbs.

1 V 4879 .... **$1.09**

(Right) Bargain priced.

1 V 4877—Shipping weight, 3 pounds. .. **76c**

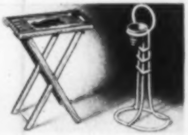
C873PBKMN



Hassocks—(Top) Removable top; storage space. Diam., 15 in. Ht., 17 in. Artificial leather covered. Green, Red, Antique White, Brown. White Welt trim. **State color.** Mailable.

1 V 4873—Shipping weight, 10 pounds. **$4.49**

1 V 4829—13x13 in. Ht., 10 in. Green and White, Tan and Brown, or light and dark Green. State color. Shpg. wt., 7 lbs. **$1.09**

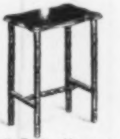


Serving Tray. Welcome aid for busy hostesses. Removable tray-top rests on canvas straps of stand. Hardwood, walnut finished. Tray, 23x14½ in. Overall ht., 32½ in. Handles on tray. Mailable.

1 V 4898—Shpg. wt., 6 lbs. **$2.39**

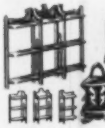
Fernery. White enameled. Steel frame. Unbreakable steel pot, enameled yellow. 4¼ in. diam. Ht. 27 in. Mailable.

1 V 4622—Shpg. wt., 4 lbs. .. **68c**



Radio Table. Also use as night table, end table or 'phone stand. A real buy at this price. Select hardwood, finished walnut. Distinctive looking. Strong. Height, 23½ in. Top, 17⅝x11⅝ in. Packed for mailing. Easily set up. Shpg. wt., 7 lbs.

1 V 3398 .... **97c**

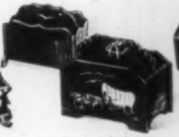


Wall Racks. (Top) Divides into 3 sections. Over-all, 21½x17¼x2¾ inches. Hardwood; Walnut finish. Shpg. wt., 3 lbs. Mailable.

1 V 4887 .... **$1.00**

Hardwood walnut finish. 14½x8x4⅛ in.

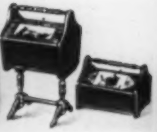
1 V 4886—Shpg. wt., 2 lbs. Mailable **59c**



Magazine Baskets (Bottom) "Fiesta" Design. Oil painted covered wagon scene. Rawhide lacing. Walnut finished hardwood. Shpg. wt., 6 lbs. Mailable.

1 V 3305 ...... **$1.98**

1 V 3304—(Top) Low priced! Hardwood walnut finish. Shpg. wt., 5 lbs. Mailable **$1.00**



Sewing Cabinets. Sewing essentials kept in one place. Hinged lids. Hardwood, walnut finish. (Left) Ht., 20⅝-in.; Length, 11 in.; width, 9-in. Shpg. wt., 8 lbs.

1 V 3612—Mailable **$1.98**

(Right) Height, 8⅝-in.; Length, 11-in.; width, 8-in. Shpg. wt., 5 lbs.

1 V 3611—Mailable. **88c**

SEARS, ROEBUCK AND CO • ORDER BLANK

WE GUARANTEE TO SATISFY YOU

HOW TO SEND MONEY **The safest and best way to send money is by postoffice or express money order, bank draft, or personal check.** The mail carrier will be glad to buy the money order for you if you live on a rural route. Just give him your Sears order and money and he will attend to it for you. The postoffice charge for money orders is: 6c for money orders up to $2.50; 8c from $2.51 to $5.00; 11c from $5.01 to $10.00; 13c from $10.01 to $20.00. If more convenient, money orders may be purchased at any telegraph office.

Avoid sending cash or postage stamps with orders unless absolutely necessary, and if you do send cash have your letter registered.

If in a special hurry, telegraph your order and we will ship it C.O.D. Give your complete address in telegram.

ON PARCEL POST SHIPMENTS be sure to include additional money in your remittance to pay the postage as charges must be paid in advance. *We will return every penny you send over actual postage required.*

ON FREIGHT SHIPMENTS if there is a freight agent at your station, you don't need to include money for freight charges. If there isn't a freight agent it is necessary to send money to prepay freight charges. Charges are the same either way.

PLEASE DO NOT WRITE IN THIS SPACE

Amount Received From Customer

(*If possible, all members of the same household should order under one name.*) **Date** ________ 193__

Please Write or Print NAME and ADDRESS Plainly

Name ________ (First Name) ________ (Middle Initial) ________ (Last Name)

Street Address ________ **Rural Route** ________ **Box No.** ________

Please give both your Route and Box number, if on a Rural Route

Postoffice ________ **State** ________

If you want this order shipped to another person or to a temporary or different address from that shown above, give directions here.

____

____

HOW SHALL WE SHIP? Mark X in Proper Square Parcel Post ☐ Freight ☐ Express ☐

SIZES AND COLORS PLEASE DON'T FORGET THEM

Number of Article in Catalog	Quantity Desired	NAME OF ARTICLE WANTED	SIZE	COLOR Pattern, Finish, Etc.	Price Each, Yard, Pair, Etc.	Put Totals Here and Add This Column	Shipping Weight Pounds	Shipping Weight Ounces
			Size	Color, etc.				
			Size	Color, etc.				
			Size	Color, etc.				
			Size	Color, etc.				
			Size	Color, etc.				
			Size	Color, etc.				
			Size	Color, etc.				
			Size	Color, etc.				
			Size	Color, etc.				

NOTICE! Add Shipping Weights and Figure Parcel Post Charges on Total Weight Only

Spaces for Ordering MEN'S and YOUTHS' Clothing

Name of Garment Wanted	Chest Size	Waist Size	Trouser Inseam	Coat Length	Sleeve Inseam	Height	Weight	Age	COLOR, Etc.
									Color, Etc.

If You Have Moved Since Sending Your Last Order Please Give Former Address Below

Street Address ________ **Rural Route** ________ **Box No.** ________

Please give both your Route and Box number, if on a Rural Route

Postoffice ________ **State** ________

(Xmas) **Be Sure to State SIZE and COLOR** (Over)

AMOUNT ENCLOSED **for Goods**	
AMOUNT ENCLOSED **for POSTAGE**	
AMOUNT DUE **Sears (If Any) on Previous Order**	
TOTAL AMOUNT ENCLOSED	

POUNDS OUNCES

TOTAL WEIGHT IN POUNDS

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-SEALS
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abels and
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illustrated).
....10c
CHRISTMAS WISHE
GREETINGS